



News Release

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WORLD CHAMPIONSHIP OF BASS FISHING HEADS TO LAKE LANIER

FLW Outdoors' Forrest Wood Cup Features World's Best Bass Anglers

MINNEAPOLIS (June 21, 2010) – The Forrest Wood Cup, the World Championship of Bass Fishing, is bringing the world's best bass anglers to Lake Lanier Aug. 5-8, 2010. Seventy-eight of the greatest pros in the sport are steeling themselves for four days of exciting competition, and at the end of it all, one angler will stand alone as champion and hoist the prestigious Cup.

"The Forrest Wood Cup is the most important event, most competitive event and most difficult-to-qualify-for event in our sport," said FLW Outdoors President and CEO Charlie Evans. "Forrest Wood Cup competitors are world-class athletes with skills that are second to none."

In addition to the Cup, the winning pro will take home \$500,000 plus a possible \$100,000 Ranger Cup contingency bonus.

Daily takeoff ceremonies will be held at Laurel Park, located at 3100 Old Cleveland Hwy. in Gainesville, Ga., each morning from 6:30 to 7 a.m. Takeoffs will commence at 7 a.m. Weigh-ins will be held daily at 5 p.m. at The Arena at Gwinnett Center located at 6400 Sugarloaf Pkwy. in Duluth, Ga.

The FLW Outdoors Expo will be held in conjunction with the Forrest Wood Cup at the Gwinnett Convention Center on Friday from noon to 5 p.m. and Saturday and Sunday from 10 a.m. to 4 p.m. The FLW Outdoors Expo includes Ranger boat simulators, angler seminars, the opportunity to interact with professional anglers, activities and giveaways provided by sponsors, and fans can learn more about the sport of fishing, other outdoor activities and test the latest gear and technology. Fans can also enjoy interactive games such as rock climbing, an obstacle course, a casting pond and simulated shooting and hunting games.

Fishing fans can register to win a Ranger boat that will be given away after the champion is crowned. Fans can register to win at ForrestWoodCup.com and must be present to win. Plus, the first 500 kids 14 and under on Saturday to attend the Expo will receive a free fishing line packet. The first 1500 kids 14 and under on Sunday to attend the Expo will receive a free rod and reel combo. These giveaways are compliments of the Gwinnett Daily Post.

Visit ForrestWoodCup.com for complete details and updated information.

Coverage of the Forrest Wood Cup at Lake Lanier will be broadcast in high-definition (HD) on VERSUS. "FLW Outdoors," will air Dec. 26 from 12:30 to 1:30 ET. "FLW Outdoors," hosted by Jason Harper, is broadcast to approximately 500 million households worldwide.

ABOUT FLW OUTDOORS

FLW Outdoors, named after Forrest L. Wood, the legendary founder of Ranger Boats, is the largest fishing tournament organization in the world offering anglers worldwide the opportunity to compete for millions over the course of 189 tournaments in 2010. FLW Outdoors has also taken fishing mainstream with FLW Fantasy Fishing awarding the largest prizes in the history of fantasy sports. FLW Outdoors memberships are available

featuring numerous benefits including Player's Advantage. For more information about FLW Outdoors and its tournaments, visit FLWOutdoors.com or call (270) 252-1000. For more information about FLW Fantasy Fishing, visit FantasyFishing.com.

FLWOutdoors.com

Visit the FLW Outdoors Media Center at FLWOutdoors.com/mc for additional information or contact:

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