

NOR'EAST MEDIA

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Contact Rob Pavlick
631.863.0170 ext. 28
rob@noreast.com

NOR'EAST MEDIA ACQUIRES ALLCOAST.COM

Noreast.com and Allcoast.com Join Forces to Create Largest Online Saltwater Fishing Community

SMITHTOWN, NY (January 24, 2007) – Nor'east Media, owner of the highly interactive and most visited saltwater fishing website on the east coast, **noreast.com**, announced today their acquisition of the west coast's largest saltwater site, **allcoast.com**. The two sites combined will have the largest online saltwater fishing audience in the country, with over 10 million pages turned a month, 1 million monthly visits, and 60,000 registered users.

“Allcoast has developed a loyal and active audience that we intend to grow by investing heavily in the website's features and overall user experience” said George Scocca, founder of Nor'east Media. “Based on the demand from both the noreast.com and allcoast.com audience, we plan to make the two sites interactive with each other in order to share information that is relevant to both coasts, while continuing to keep the focus on the best local saltwater fishing information available.”

Users of both noreast.com and allcoast.com visit these sites to read posted fishing reports, engage in general fishing discussion, shop for fishing related products and services, read fishing articles from the editorial staff, and check marine conditions. Although both sites will remain the best online sources for locally geared saltwater fishing information, those discussion boards which are not locally geared, such as tackle and boat maintenance, will be a combined discussion that can be viewed on either site. This will give users double the amount of useful information on these topics.

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“Allcoast.com is very excited to become a member of the Nor'east Media family,” said Don Parent, founder of allcoast.com. “We look forward to being part of a saltwater media group with a national presence, yet an understanding of the importance of a localized angle.”

About Nor'east Media

Nor'east Media is the leading provider of saltwater fishing information to anglers in the northeastern United States. *Nor'east Saltwater*, established in 1990, is a weekly print magazine that provides anglers with detailed fishing reports, feature articles, and fisheries management updates for their area. Noreast.com, with over 600,000 visits per month, is the leading online saltwater fishing resource. Visitors of noreast.com can read the magazine online, post their own fishing reports, search for local vendors, and access additional fishing analysis in the subscriber section. Nor'east Media also runs the Triple Crown Tournament Series, the largest saltwater fishing tournament in the northeast, with over \$100,000 in prizes awarded annually.

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