



WFN: WORLD FISHING NETWORK AND THE ALLCOAST FISHING NETWORK FORM MARKETING PARTNERSHIP

Anglers Will Benefit From Online and On-Air Content Sharing and Promotions

TORONTO & SMITHTOWN, NY – MARCH 4, 2009 – WFN: World Fishing Network, North America's only 24-hour fishing lifestyle network and Allcoast Media, LLC, operators of The Allcoast Fishing Network today announced a marketing partnership whereby the two media properties will promote each others content to their audiences of dedicated sportsmen.

“Both WFN and the Allcoast Fishing Network are powerful media platforms allowing anglers to share experiences and learn about fishing,” said Christopher Doyle, VP Marketing for WFN. “We hope that by bringing our passionate viewers together with Allcoast’s engaged members we can amplify everyone’s voice and enhance the sport for everyone.”

The year-long partnership includes a wide range of marketing programs including: Cross content sharing online including video and blogs; Allcoast editors appearing on *WFN’s Reel Road Trip* to provide expert insight in local fishing destinations; Allcoast website spots airing on WFN; a weekly blog on WFN.TV from an Allcoast editor; and two joint consumer promotions.

“Anglers deserve 24 hour fishing media,” said George Scocca, Allcoast Media Publisher. “This partnership showcases two forward-thinking companies committed to giving anglers what they deserve.”

The Allcoast Fishing Network includes four of the industry’s most popular regional saltwater fishing websites: 2CoolFishing.com; Noreast.com; Stripers247.com; and Allcoast.com. The 107,000 registered users is one of the largest targeted audiences of saltwater fishing enthusiasts in the four most popular saltwater fishing destinations in America including the Northeast, Texas, the Gulf States and the West Coast. Allcoast Media also publishes Nor’east Saltwater, a saltwater fishing magazine distributed in tackle shops throughout the northeast.

WFN is the only 24/7 network dedicated to all segments of fishing with programming that covers instruction, tips, tournaments, travel, food, boating, outdoor lifestyle and more. WFN’s coverage includes a selection of the best international series and the most diverse species coverage of any outdoor network. It offers viewers insight from many professional anglers including; Babe Winkelman, Bill Dance, Al Lindner, Scott Martin, George Poveromo, Bob Izumi and more. WFN also presents a variety of lifestyle shows including *Charlie Moore TV*, *Hookin’ Up with Mariko Izumi*; *Getting School’d with JP Derosé*; and *WFN’s Reel Road Trip*.

WFN/Allcoast Media Partnership

WFN: World Fishing Network was originally launched in December 2005 as North America's first channel dedicated to covering every aspect of the angling and sport fishing industry. Today, WFN and WFN HD are available in more than 20 million households through North American cable, satellite, and telecommunications distributors including: Dish Network, Verizon FiOS, Charter Communications, GVTC and more. For more information visit www.wfn.tv.

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