

BASSMAN PRESS-RELEASE

BassMan Magazine to Launch "Bass Only" Magazine at Toronto Fishing Show.

Toronto, Canada. January 22, 2008. BME Inc., publisher of BassMan Magazine, has announced that it will officially launch its website and begin pre-selling subscriptions and advertising at the Toronto Fishing Show on February 15, 2008.

BassMan Magazine (www.bass-man.com) will publish the first of its quarterly magazines in May/June 2008 in coordination with the opening of bass season in Ontario at the end of June. "It is the only quarterly fishing magazine devoted solely to Ontario's bass anglers", according to President Angela Kane. "I've seen the proofs and the magazine is going to be fantastic. If you are into Ontario bass, you will be in love with Bassman Magazine."

The rapid growth of bass fishing in North America and in Ontario in particular as a sport fish demands a publication devoted to those who are hooked on bass fishing. Bassman's motto is "All Bass, All the Time".

The first edition is 64 pages long and boasts stories on global warming, the increasing number of women bass anglers, how to land early season bass, top bass boats, when to stay and when to move, bass psychology, health and fitness and more. Its website features the magazine for members and a scaled down version for non-members.

The editorial board is a who's who of the North American bass fishing community, including US pro angler Aaron Martin, Sports psychologist Dr. Jay MacNamara, Ontario BASS Federation President Ken Hamilton, and renown fish journalist Wil Wegman. It also includes heavy weights from the publishing, marketing and fitness industry as well as the legal community. "We assembled a team that reflects the magazine. Its not just about tournament fishing. Yes, that's covered, but its also a magazine for the other 1.5 million licensed anglers in Ontario who are not pros, but who enjoy or want to enjoy bass fishing".

The first 500 subscribers can subscribe for \$15.99 for 4 editions and one year of access to the members' section of the website. That's a saving of 20% off the newsstand price of \$5.95, which of course does not include the web membership. That's basically the first edition free and web membership.

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