

BASSMAN MAGAZINE INTRODUCES NEW VP MARKETING AND ADVERTISING

April 6, 2008 - Toronto - Bassman Magazine is pleased to introduce Mr. Todd Daniluk as its new VP Marketing and Advertising commencing April 7, 2008. "Todd brings two decades of bass angling experience as well experience in the printing and marketing industry to Bassman. We are delighted Todd has agreed to join our growing business", says Angela Kane, President of BME Inc. "We are exceeding growth targets for subscribers and feel that Todd will help us spread the word to advertisers who want to reach Ontario's bass angling community".

ABOUT BASSMAN MAGAZINE

Bassman Magazine is a publication devoted to those who are hooked on bass fishing. Bassman's motto is "All Bass, All the Time". The first edition includes 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, as well as bass blogs, videos and photos.

The editorial board is a who's who of the North American bass fishing community, including Ontario BASS Federation President Ken Hamilton, renowned fish journalist Wil Wegman as well as heavy weights from the publishing, marketing and fitness industry. BME Inc. is a privately held company and is the publisher of, and licensed holder of the intellectual property in, BassMan Magazine and its related website: www.bass-man.com