

BASSMAN MAGAZINE BECOMES BASS PRO OUTDOORS ONLINE INTERNET AFFILIATE

April 6, 2008 - Toronto - Bassman Magazine is pleased to announce that it has become a Bass Pro Outdoors Internet Affiliate effective April 5, 2008. The Bass Pro outdoors online internet affiliate program is a performance based advertising program. "This means our subscribers can now read about products and techniques at www.bass-man.com and are only a click away from the world's leading supplier of premium outdoor gear" says Angela Kane, BME Inc. President.

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