

FOR IMMEDIATE RELEASE
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Marine Formula STA-BIL Becomes Title Sponsor of Bassmaster Elite Series' Southern Challenge

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BASS announced Monday that Marine Formula STA-BIL® will join the organization as the title sponsor for the Bassmaster Elite Series' May 7-10 Southern Challenge. The Marine Formula STA-BIL Southern Challenge will take place on Alabama's Lake Guntersville and is the fifth of eight stops of the Bassmaster Elite Series regular season. This marks the first BASS event sponsorship for the Chicago-based company.

"We are very pleased to sponsor the Bassmaster Elite Series' Southern Challenge this year," said Jennifer Robertson, brand manager, STA-BIL. "Marine Formula STA-BIL was specifically developed to keep avid fisherman and boaters like these guys out on the water day in and day out without any fuel-related issues. This tournament is a perfect fit for the STA-BIL brand."

The sponsorship agreement includes a presence across BASS' multimedia assets, including *The Bassmasters* on ESPN2, *Bassmaster Magazine* and Bassmaster.com. STA-BIL will also receive on-site exhibit space at the Southern Challenge out of Guntersville, Ala.

"STA-BIL continues to identify ways to benefit the angling community," said Tom Ricks, vice president and general manager, ESPN Outdoors and BASS. "BASS members and fans can certainly appreciate their commitment to keeping anglers on the water longer."

Marine Formula STA-BIL Ethanol Treatment provides year-round protection against corrosion from ethanol-caused water build up in marine gas tanks and fuel lines. Compared to Regular STA-BIL, the Marine Formula has twice the corrosion inhibitors and also contains more than four times the fuel system cleaning additives to keep the intake valves and fuel injectors clean for improved engine performance.

For more information on Marine Formula STA-BIL visit www.sta-bil.com.

Official sponsors of the Bassmaster Elite Series: Toyota Trucks, Berkley, BOOYAH Baits, Evan Williams Bourbon, Mercury, OPTIMA Batteries, Skeeter Boats, Yamaha Outboards.

Supporting sponsors of the Bassmaster Elite Series: Bass Pro Shops, Costa Del Mar, Ramada, SpongeTech and Triton Boats.

For more information, contact BASS Communications at (407) 566-2208 or visit Bassmaster.com. Visit ESPNOuthdoorsMedia.com for ESPN Outdoors' latest releases, schedules and photos.

About STA-BIL

Marine Formula STA-BIL is made by Gold Eagle® Co., manufacturer of leading brands including STA-BIL® Fuel Stabilizer, HEET® Gas-Line Antifreeze, NO-LEAK® Treatments, 104+® Octane Boost and 104+® Maximum Octane Boost, and DieselPower!™ Diesel Additives. Gold Eagle Co., founded in 1932, is headquartered in Chicago and privately held. For more than 75 years, Gold Eagle has been an industry pioneer in the production and distribution of aftermarket fluids and additives. Gold Eagle is an innovator and leader in the product development, manufacturing, marketing, and distribution of branded engine performance and maintenance chemicals.

About BASS

For more than 40 years, BASS has served as the authority on bass fishing. With its considerable multi-media platforms and expansive tournament trail, BASS is guided by its mission to serve all fishing fans. Through its industry-leading publications *Bassmaster Magazine*, *BASS Times* and *Fishing Tackle Retailer* and comprehensive Web properties in ESPN360.com, ESPN's sports broadband network, Bassmaster.com, BASSInsider.com and ESPNOutdoors.com, the organization is committed to delivering content true to the lifestyle. Additionally, television programming on ESPN2 continues to provide relevant content – from tips and techniques to in-depth tournament coverage – to passionate audiences.

The organization oversees the prestigious Bassmaster tournament trail, which includes the Bassmaster Elite Series, Bassmaster Opens, Women's Bassmaster Tour and the Bassmaster Classic, the ultimate celebration of competitive fishing. Through its grassroots network, the BASS Federation Nation, BASS sanctions more than 20,000 events annually.

BASS also offers an array of services to its more than 500,000 members while spearheading progressive, positive change on issues related to conservation and water access. The organization is headquartered in Celebration, Fla.

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