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Nor'east Media Acquires 2coolfishing.com and stripers247.com

Gulf Coast and Striped Bass Websites Grow the Web's Largest Saltwater Angling Source

SMITHTOWN, NY (April 1, 2008) – Nor'east Media announced today the acquisition of 2coolfishing.com and stripers247.com. 2coolfishing.com is the most visited saltwater fishing website for gulf coast anglers, while stripers247.com is a highly active community of striped bass anglers from all over the country.

2coolfishing.com is a site founded by Monty Weeks for Texas saltwater anglers. The site has grown into the most active saltwater fishing community on the entire gulf coast. Nor'east acquired the site with the goal of investing in the site content to maintain their leading gulf coast position, while making 2coolfishing.com a valuable platform for potential sponsors. Weeks, a gulf fishing ambassador, will continue to have an active role as the leading personality on the site.

“We feel that regional saltwater fishing sites, just like regional saltwater publications, are the best way to present information,” said Nor'east Media President and Publisher George Scocca. “The web, however, offers the unique advantage of giving anglers the ability to also exchange information. Anglers desire information about their local waters and want to interact with other anglers in their area. In acquisition, we work with site owners that want to partner with us to continue to grow the audience and maintain the local talent and content.”

“I am really excited to be part of the Nor'east family,” said Monty Weeks. “They are really interested in maintaining the original vision of this website, while contributing content and features that will only serve to grow and improve it.”

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Stripers247.com is a striped bass fishing website with an active community of striped bass enthusiasts founded by Jim Hannon from Pennsylvania. Nor'east Media's goal is to invest in the site content to make it the premier online source for striped bass anglers from coast to coast.

“Stripers247.com has a tremendous potential to grow into our most popular website,” said Scocca. “We intend to have the best striped bass feature articles, the best striped bass anglers contributing, and the best social networking platform for registered users. With the growing popularity of this fishery and more and more anglers recognizing the value of the internet for fishing information, this is a very big acquisition for Nor'east Media.”

The two sites ad 300,000 unique users, 800,000 visits, and 10 million page views. These two websites combined with noreast.com and allcoast.com now reach 700,000 unique users, are visited 1.8 million times a month, have over 20 million page views a month, and have 96,610 registered screen names.

About Nor'east Media

Nor'east Media is the leading bi-coastal provider of locally focused saltwater fishing information. *Nor'east Saltwater*, established in 1990, is a weekly print magazine that provides anglers in the northeast with detailed fishing reports, feature articles, and fisheries management updates for their area. Noreast.com, allcoast.com, 2coolfishing.com, and stripers247.com makes up the largest online saltwater fishing community in the country, with 1.8 million monthly visits and 683,000 unique users. Visitors to these sites can read feature articles, interact with other fishermen, search for local vendors, and access additional fishing analysis in the subscriber section. Nor'east Media also runs the Noreast.com Tournament Series, the highest participation saltwater fishing tournament series in the northeast.

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