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Allcoast Media Pledges Support for Anglers' Legacy

Leading Network of Online Saltwater Communities to Encourage Participation in Fishing

ALEXANDRIA, VA (December 11, 2008) – The Recreational Boating & Fishing Foundation (RBFF) announced today that Allcoast Media, a leading provider of local saltwater fishing information, is launching an Anglers' Legacy Pledge drive. Allcoast Media will be promoting Anglers' Legacy through its four online communities along all U.S. coastlines; Noreast.com, Stripers247.com, 2coolfishing.com and Allcoast.com. Anglers nationwide will be encouraged to "Take the Pledge," a promise to introduce at least one new person to fishing.

"Allcoast's online communities present a great opportunity to spread the Anglers' Legacy message and recruit newcomers to the sport," said RBFF President & CEO Frank Peterson. "We know that encouraging potential boaters and anglers to get involved at a young age will inspire them to participate as adults and continue to expand our nation's conservation efforts."

Allcoast will be utilizing front-page graphics to encourage online visitors to take the Anglers' Legacy Pledge. They will also be hosting run-of-site banner advertisements, valued at over \$30,000, to promote the program. Allcoast's goal is to recruit 12,000 new Anglers' Legacy Ambassadors.

"The future of our sport depends on getting new people out on the water," said Allcoast Vice President of Marketing Rob Pavlick. "Allcoast is excited about partnering with RBFF on this important mission. We believe that this campaign is a win-win for the industry, the sport and our fishery resources."

Anglers' Legacy, a program aimed at increasing first-time boating and fishing experiences, has signed on more than 75,000 Ambassadors nationwide since its inception in May 2006. Based on a recent RBFF survey, Ambassadors purchase approximately \$140 in fishing tackle and equipment, \$153 in boating supplies and accessories, and more than three fishing licenses which support critical fish and wildlife management efforts through the Sport Fish Restoration Program.

About Allcoast

Allcoast Media is the leading provider of locally focused saltwater fishing information. Noreast.com, allcoast.com, 2coolfishing.com and stripers247.com make up the Allcoast Fishing Network. With 700,000 unique monthly visits and 20 million monthly page views, the Allcoast Fishing Network is the most visited internet resource for saltwater fishing. 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 Saltwater is a monthly saltwater fishing features and reports magazine distributed throughout the northeast.

About RBFF

RBFF is a nonprofit organization established in 1998 to increase participation in recreational angling and boating. RBFF helps people discover, share and protect the legacy of boating and fishing through national outreach programs including the Take Me Fishing™ campaign and Anglers' Legacy™.

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