

Boston Whaler Announces FishTopia™ Online Fishing Tournament

To continue the success of last year's on-water celebration of friends, family, fishing and freedom, Boston Whaler is hosting an online FishTopia™ fishing tournament exclusively on the Boston Whaler Facebook page. In an effort to encourage anglers from all areas of the world to participate, the tournament will consist of six fish species categories. Please see the details below and encourage your Boston Whaler owners and fans to take part in the fishing frenzy!

FishTopia™ Tournament Details

The online FishTopia™ fishing tournament will be held on the Boston Whaler Facebook page from July 18, 2011 to September 22, 2011. All fans of the Boston Whaler Facebook page are eligible to participate in the fishing tournament. Anglers may participate in **one** of the following fish species categories:

- Red Fish
- Mahi
- Striped Bass
- Crappie
- Salmon
- Tuna

Participation is simple. Download the official FishTopia™ photo entry card from Boston Whaler's Facebook page; choose your fish species category; snap a photo of your prized fish with the fish weight and entry card clearly visible in the photo; upload your photo to the designated fish species tab on Boston Whaler's Facebook page.

There is no limit on the amount of fish entries that an angler may enter into his/her species category. At the end of the tournament, each angler's top five heaviest fish will be combined for an overall weight total. A first and second place winner for each category will be chosen based on fish weight. Anglers will be able to see how their catch measures up to the competition with the online leader board. The leader board will be displayed on Boston Whaler's Facebook page throughout the fishing tournament, and will showcase each category's fish entries.

Places and Prizes

Each fish species category will have a first and second place winner. Winners will be notified by October 1, 2011.

- First Place: 16GB Apple iPad 2 with Wi-Fi
- Second Place: One pair of Sebago shoes

Rules and Regulations

- All fans of the Boston Whaler Facebook page are eligible to participate in the online FishTopia™ fishing tournament.
 - o Boston Whaler dealers, salespeople and staff are not eligible to participate.
- Anglers must abide by their state fishing regulations.
- Anglers may participate in only one fish species category.
- There is no limit on the amount of photos/fish that anglers may enter into the tournament.
- Fish entries must clearly show the weight of the fish in the photo by using a scale device.
- Fish entries must include the official FishTopia™ entry card in the photo.

- The entry card is available for download on Boston Whaler's Facebook page.
- Anglers must upload their fish entries to the Boston Whaler Facebook page by September 22, 2011.

Boston Whaler Facebook Page

<http://www.facebook.com/whalerownersclub>

Should you have any questions regarding the FishTopia™ online fishing tournament, please contact Traci Davis at tdavis@whaler.com or (386) 409-6419.

