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PRESS RELEASE

McCoy Fishing Teams with Fish Bait Media for 2011 Sponsorship as a main stream sponsor of the Fish Bait Radio show

Lake Havasu City (AZ), June 6, 2011: McCoy Fishing has come onboard with "Fish Bait Radio" (<http://www.fishbaitradio.com>) with host James Smith. The shows feature a panel of pro anglers from the FLW and Bassmaster Elite division's experts and welcomes ideas and discussions from listeners during the live show.

Fish Bait Radio features 3 main shows, its own Fish Bait Radio show, The Pros Corner co-hosted with FLW pro anglers and the Jigs-N-Pigs show hosted by Bassmaster Elite angler and McCoy Pro Staff member, Nate Wellman. Callers are welcome to join the conversation during the show by calling (646) 478-3132. The live internet talk-radio show will stream from the host page at <http://blogtalkradio.com/fishbaitradio>.

"America wants to know fishing," said James, host of the program, "with the help and support of McCoy, it is our goal to educate anglers young and old about our sport and pass on what we know as pro's to make our listeners better anglers. We are proud to have a sponsor like McCoy on our team, one that shares our same philosophy and recognizes the importance of reaching out to our younger generation of up and coming anglers."

McCoy Fishing Line has been producing premium fishing line and tackle products, Made in America, since 1935.