



NEWS RELEASE

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CATCH THE BIG ONE: THE FOURTH ANNUAL TOYOTA SALTWATER FISHING EXPO, MARCH 20-22, 2009 AT THE GARDEN STATE EXHIBIT CENTER IN SOMERSET, NJ

The Expo is back--and bigger than ever! The Toyota Saltwater Fishing Expo returns to the Garden State Exhibit Center in Somerset, NJ March 20-22, 2009. The Expo is the largest show north of Miami, FL dedicated completely to saltwater angling.

The Expo is one-stop shopping for the upcoming season. From light tackle to big game tackle, inshore fishing or offshore fishing, every type of gear can be found here. All the major fishing tackle manufacturers are at the Expo, offering the first glimpse of new tackle and new technology. This is your chance to try out the latest products and talk with the experts from Shimano, Daiwa, Okuma, St. Croix, Quantum, Lamiglas, Lowrance, G. Loomis, and many more. Special show pricing is available, so if you're tempted by that new rod, reel or lure, you can buy it on the spot--guilt-free!

"One of the highlights of the Expo is discovering the new and unique products developed by small, custom tackle makers," says Jonathan Sauers, show director. "These products aren't available in retail stores or catalogues. They are only available at the Expo. Attendees will find fantastic fishing aids that other guys on their boat may know nothing about."

This year's show offers many exciting new features. For the first time ever, the show features outdoor surf casting, live cooking demonstrations and the Nikon Wildlife Viewing and ID Center. David "Pops" Masch, author of "Cooking the Catch" is a biologist, teacher, chef, and *On The Water* columnist. Masch will offer live cooking demonstrations on Saturday and Sunday. The Nikon Wildlife Viewing & ID Center gives visitors a chance to use Nikon instruments and identify native wildlife hidden throughout the building. On Sunday, Family Day, there will be prizes for kids who correctly identify the animals. "Crazy" Alberto Knie will conduct surf casting demonstrations (weather permitting), sponsored by Daiwa and Lamiglas.

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Searching for a new boat? The Expo's Boatyard is the perfect venue, with numerous marine dealers offering the latest in saltwater craft. Every boat on display is geared toward the bluewater fisherman, so the only challenge is deciding which one to buy.

Those looking for charters will find plenty of information available, with numerous displays by saltwater captains, guides, and charter boats. Plan your escape, as each can provide a great day on the water and sure success at their secret fishing spots.

Once again Expo seminars are loaded with extraordinary fishing talent. Both local and international angling stars will share their secrets, offering a priceless opportunity to learn from the masters. Returning after a three-year absence will be Capt. Jose Wejebe. Jose shares his knowledge on his weekly ESPN2 television program, the Spanish Fly. Courtesy of Shimano, Jose will be appearing on Saturday. Joining Jose will be the "godfather of New Jersey saltwater fishing," Al Ristori, television and radio host Rich Johnson, "Managing Director of the Recreational Fishing Alliance and former Executive Editor of the Fisherman Magazine" Jim Hutchinson, fluke specialist, Bill Donovan, and surf specialist, Crazy Alberto Knie, along with many others. For a complete schedule of speakers, visit www.sportshows.com.

The Saltwater Fishing Expo, sponsored by Toyota runs March 20-22, 2009 at the Garden State Exhibit Center in Somerset, NJ. Take Exit 10 off I-287. Hours are Friday, noon to 8:00 p.m., Saturday, 10:00 a.m. to 6:00 p.m., and Sunday, 10:00 a.m. to 5:00 p.m. Admission is \$10 for adults and \$3.00 for children ages 5-11; children age 4 and under are free. For directions, and more information, visit www.sportshows.com. The Expo is produced by the American Sportfishing Association.

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All of the proceeds go to safeguarding and promoting the enduring social, economic, and conservation values of America's outdoor heritage.