



News Release

For additional information, please contact: The Bass Federation Inc,
tbfbassfederation.com 580.765.9031

FOR IMMEDIATE RELEASE

February 24, 2011

Ponca City, Oklahoma – The Bass Federation Inc. (TBF), the nation’s oldest and largest organized grass-roots fishing, youth and conservation organization, announced today a new TBF sponsor partnership with Cabela’s, the World’s Foremost Outfitter of hunting, fishing and outdoors gear since 1961.

The new Cabela’s sponsorship will touch all aspects of the TBF’s adult, youth and conservation programs companywide, not only with national events, but also in every TBF affiliated state federation in the United States and Canada.



“We’re thrilled to announce our partnership with Cabela’s, the World’s Foremost Outfitter,” TBF President Robert Cartlidge said. “Cabela’s is a company with first-class customer service and people who truly care; they share TBF’s passion for the outdoors and for doing what is right for the future of our sport. TBF members are passionate about supporting those who support them and the things they hold dear. Cabela’s is a natural fit for Federation members and their families who aren’t just anglers, but outdoors people. They, like I, love to shop at Cabela’s.”

Cabela’s program highlights include the presenting sponsorship of select TBF division championship events and offering Cabela’s Anglers Cash bonuses at every TBF-affiliated Federation state championship, the TBF divisional and national championships, as well as the National Guard Junior World Championship and TBF High School Fishing World Finals. Cabela’s Anglers Cash amounts will vary from \$250 at the state level, to \$500 at the divisional level and up to \$1,000 for the highest finishing qualified angler, both the boater and non-boater, of the 2011 Federation National Championship.

Also, Cabela’s will be a supporting sponsor of the TBF Junior Program, Student Angler Federation (SAF), High School Fishing World Finals, TBF Reel Kids casting program and TBF conservation programs.

“We are extremely excited to be able to partner with The Bass Federation on so many different levels,” said Tom Rosdail, Cabela’s Vice President of Marketing. “We’re happy to be able to provide more cash incentives for TBF tournament anglers, and we’re honored to be able to help out with the youth programs. The partnership between The Bass Federation and Cabela’s is a perfect fit.”

Every TBF affiliated Federation will be offered funding and support incentives through the Cabela's/TBF sponsorship program to support projects at the state level, including marketing incentives and bonuses for Federations holding events and gatherings at a Cabela's retail store.

Cabela's Incorporated, headquartered in Sidney, Neb., is a leading specialty retailer and the world's largest direct marketer of hunting, fishing, camping and related outdoor merchandise. Since the company's founding in 1961, Cabela's has grown to become one of the most well-known outdoor recreation brands in the world and has long been recognized as the "World's Foremost Outfitter." Through Cabela's growing number of retail stores and its well-established direct business, it offers a wide and distinctive selection of high-quality outdoor products at competitive prices while providing superior customer service. Cabela's also issues the Cabela's CLUB Visa credit card, which serves as its primary customer loyalty rewards program. Cabela's stock is traded on the New York Stock Exchange under the symbol "CAB."

The Bass Federation Inc., (TBF) is owned by those we serve and dedicated to the sport of fishing. TBF is the largest and oldest, organized grassroots fishing organization. TBF affiliated state federations and their member clubs conduct more than 20,000 fishing, youth and conservation events at the local level each year and have provided a foundation for the entire bass fishing industry for more than 40 years. Visit bassfederation.com

###