

## **HOBIE CAT® LAUNCHES KAYAK FISHING ONLINE TOURNAMENT**

**Oceanside, California – November 1, 2008** — Hobie is launching their first Kayak Fishing Online Tournament that will begin on November 1 and go through the end of the month. Any angler from waters frequented by Red Drum and Spotted Seatrout are invited to participate in the catch-photo-release competition. They will vie for over \$3000 in prizes including a Hobie Mirage Revolution that will be awarded as the Grand Prize. 321Fish.com is partnering with Hobie, using their innovative online angler management system to run the event.



The kayak fishing market has gone from a cottage industry with a few participants to the largest growth segment in the kayaking industry in a relatively short period of time. Kayak fishing tournaments are held all over the country with participation rising each year. According to Vince Console, Hobie's fishing product manager, "We're very enthused to promote this on-line format to kayak anglers in the southern states. This is the first of many to come that will take place in different waters with different fish. It is an excellent opportunity for us to show the fishing industry that we are the leaders in this growing sport." He went onto say that, "We intend to use the power of the internet and the interest of the fishing community in on-line networking to promote the event and our products at the same time."

## *Hobie* | Press Room

Hundreds of anglers from Texas to Florida, along the gulf coast, and all the way up into Virginia where the “featured” fish are found, are expected to take part in the tournament. Prizes include Hobie anchor systems, storage/transport and safety products, assorted kayak rigging accessories, and apparel. In addition, the top 20 anglers will qualify to enter into the grand prize drawing for the Hobie Mirage Revolution.

Information can be found on [www.321fish.com/hobie](http://www.321fish.com/hobie) or contact Vince at [vconsole@hobiecat.com](mailto:vconsole@hobiecat.com).



Since 1950, Hobie has been in the business of shaping a unique lifestyle based around fun, water, and quality products. From their headquarters in Oceanside, California, Hobie Cat Company manufactures, distributes, and markets an impressive collection of watercraft worldwide. These include an ever-expanding line of recreational and racing sailboats, pedal-driven and paddle sit-on-top kayaks, fishing boats, and authorized parts and accessories.