

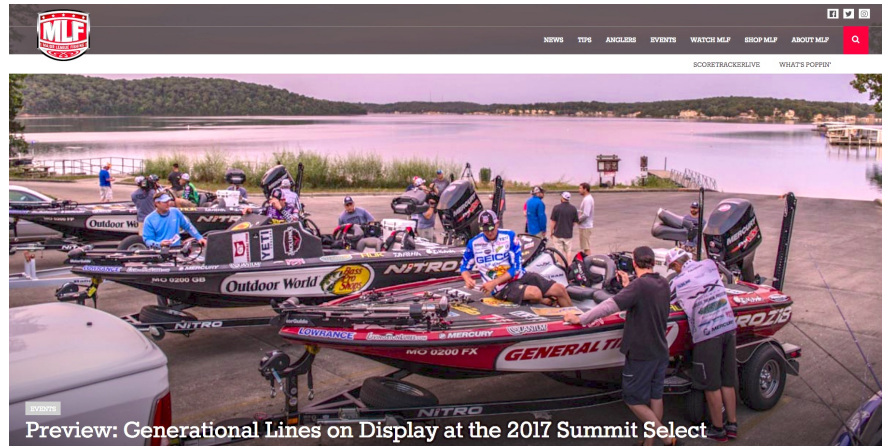
FOR IMMEDIATE RELEASE

Contact Major League Fishing:
Bailey McBride
(918) 281-4529
bmcbride@majorleaguefishing.com



Major League Fishing releases new website and content strategy
MajorLeagueFishing.com brings unique coverage about MLF game

TULSA, Okla. (Jan. 19, 2017) - Major League Fishing (MLF) has launched its all-new MajorLeagueFishing.com website, giving it and related MLF social media platforms a new look and heightened editorial focus.



The new MajorLeagueFishing.com website is live, serving up a new look, heightened editorial strategy and more access to behind-the-scenes photos, videos and angler news. (Click to enlarge)

The site now features comprehensive coverage of every MLF competition day, plus behind-the-scenes insights, a deeper look into the lives of the competing pros and a variety of news stories relevant to event conditions and sponsors.

"Our new website gives visitors a look into the entire MLF experience like they've never seen it before," said Don Rucks, MLF commissioner. "Our overall objective is to present our fans the same sort of coverage they're accustomed to finding for other professional leagues like the NFL or NBA. Our game has always been unique for the sport of competitive bass fishing and now our coverage will include amazing MLF content that can't be found anywhere else."



The new site, along with boosted MLF Facebook, Twitter, Instagram and Snapchat coverage, allows fans to follow where fish were caught and under what conditions, as well as keep up with each angler's MLF career stats.

"Besides the obvious facelift, the site's coverage of anglers, our TV shows and more is also a significant and noticeable change," said Bailey McBride, MLF's marketing communications manager. "Whether it's the large format photography, unique inside-access videos or fishing tips from the pros, MajorLeagueFishing.com has something for everybody."

"We have 48 MLF anglers who compete in our events and we want everyone to better know their personalities on and off the water. We can now bring those stories in new and interesting ways to the fans."

MLF pro Edwin Evers says the new site and its expanded video, story and podcast capabilities go well beyond the traditional bass competition coverage, but that should be no surprise because MLF is not a traditional tournament trail.

"Major League Fishing does things much differently in all facets compared to the norm out there," said Evers. "I have reviewed the new website and been presented with the overall strategy for it, and I can assure you that MLF fans are in for a real treat. It's up and running now, so see for yourself."



The 2017 MLF television season has begun on Outdoor Channel, airing every Saturday through June, at 2 p.m. ET.

June is also when Major League Fishing's newest event, the General Tire World Championship presented by Bass Pro Shops, will premiere on CBS.

For more information about MLF and to view the new site, visit www.majorleaguefishing.com.

About Major League Fishing

Developed through a joint effort between [Outdoor Channel](http://OutdoorChannel.com) and two dozen premier bass fishing anglers in 2011, Major League Fishing brings the high-intensity sport of competitive bass fishing into America's living rooms in the form of riveting two-hour TV episodes. Twenty-four world-class anglers are filmed over the course of a six-day event. The show captures their efforts as they utilize a demanding format that allows them to weigh all the "scorable bass" they catch. Unlike other competitive fishing events, live leaderboards in the boats allow anglers to know their standings at all times. For more information about the game, visit www.majorleaguefishing.com and follow Major League Fishing on [Twitter](https://twitter.com/mlf), [Instagram](https://www.instagram.com/mlf) and on [Facebook](https://www.facebook.com/mlf).

About Outdoor Channel

Outdoor Channel has been taking viewers across America and around the world on unparalleled adventures since 1993. Dedicated to the outdoor lifestyle and conservation, the independent cable network is a division of Outdoor Sportsman Group and provides a complete spectrum of riveting hunting, fishing, shooting and adventure entertainment. Outdoor Channel is the largest outdoor TV footprint in the country and is available in more than 50 countries internationally. Outdoor Channel can be viewed in HD and is accessible by broadband and mobile platforms. For program times and other information, visit www.outdoorchannel.com. Follow us on [Twitter](https://twitter.com/outdoorchannel), [Instagram](https://www.instagram.com/outdoorchannel), [Facebook](https://www.facebook.com/outdoorchannel) and [YouTube](https://www.youtube.com/outdoorchannel). #WhatGetsYouOutdoors. #AdventureToGo

###