

FOR IMMEDIATE RELEASE

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2010 OPENER FOR IFA REDFISH TOUR, IFA KAYAK FISHING TOUR SET FOR FEBRUARY 27 & 28

IFA Kayak Fishing Tour Presented by Hobie Fishing Slated for Inaugural Event February 28

LIZELLA, Ga. (February 18, 2010) – Anglers from across Florida and surrounding regions will converge on Jacksonville, Fla., on February 26 for the first regular-season tournaments for both the IFA Redfish Tour Presented by Cabela's and the IFA Kayak Fishing Tour Presented by Hobie Fishing. Saturday's IFA Redfish Tour event, which will launch from Sister's Creek Marina and Sunday's IFA Kayak Fishing Tour, are the first of three regular-season tournaments for the Florida East Coast Division, one of six divisions of IFA Tour events running from the Carolinas to Texas.

The weekend's activities begin Friday, February 26 with the IFA Redfish Tour registration from 5-7 p.m. at Hampton Inn (4690 Salisbury Road, Jacksonville, FL 32256) with the Captain's Meeting to follow. Anglers will be launching from Sister's Creek Marina (8203-2 Hecksher Dr., Jacksonville, FL 32226) at safe light on Saturday for the one-day event. Check-in times will be assigned at the Captains Meeting.

Competitors in the IFA Kayak Fishing Tour Presented by Hobie Fishing will have a registration and captain's meeting from 6-7 p.m. on Saturday, February 27 at Sister's Creek Park. The weigh in will take place at the Hampton Inn on Sunday. Check-in times will be announced at the Captains Meeting.

Each of the Cabela's IFA Redfish Tour 18 regular-season events will commence on Saturday with the newly formed IFA Kayak Fishing Tour Presented by Hobie Fishing contested the following day (Sundays). In its inaugural season, the IFA Kayak Fishing Tour Presented by Hobie will feature 18 regular-season, catch-photograph-release events across six different division (mirroring the IFA Redfish Tour format, location and scheduling) as well as extremely lucrative payouts and expanded fishing opportunities for non-motorized fishing crafts.

The redfish/trout tournament will pay twenty places (based on a 100 boat field) plus Big Redfish, Big Trout and Junior Angler Awards. The winner will take home a Hobie Mirage Pro-Angler valued at \$2399, 2nd place prize will be a Hobie Mirage Outback, valued at \$1,749 and 3rd place a Hobie Quest, valued at \$949.

The IFA Redfish Tour continues to draw redfish anglers from Texas to the Carolinas and beyond, offering two-angler teams the opportunity to compete in six different divisions,

each offering a three-event regular season. Low entry fees for the one-day, regular-season tournaments allows anglers to fish close to home and minimize expenses, while still being a part of a premier inshore, catch-and-release redfish tournament organization. Teams fishing any three of the IFA's 18 regular-season events are automatically qualified for a no-entry-fee championship event, pitting qualifiers from each of the six divisions for a combined \$78,200 in payouts and prize packages, as well as a shot at the coveted Cabela's Overall Divisional Team of the Year Award for the six regular-season division winners.

New for 2010, IFA Redfish Tour anglers will be able to increase their winnings with the Cabela's Angler Cash award and the Angler's Advantage Award. The Angler's Advantage Award allows anglers to add \$100 to their already-low entry fee for the chance at increased winnings. The optional program pays out 100 percent to those participating teams. The Cabela's Angler Cash award gives a \$1,000 gift card to any team that wins a regular-season tournament while competing with a Cabela's patch on their clothing (both people must have the patch on). For the no-entry-fee IFA Redfish Tour Championship, the qualified, winning team will receive a \$2,500 Cabela's gift card. If the winners of an IFA Redfish Tour event are a registered and qualified Ranger Cup compliant team, then they will receive \$2,000 (you must sign up every year).

Added in 2009 and continuing in 2010, teams fishing at least six tournaments in any combination of divisions are automatically eligible to compete for the IFA Redfish Tour "Ultra 6 Team of the Year" award. The award consists of a \$5,000 cash prize, presented to the highest-finishing eligible team at the IFA Redfish Tour championship tournament.

In addition to a possible \$60,000 in payouts per event (based on a 100-boat field), the first-place prize package for all 18 IFA Redfish Tour regular-season events remains extremely lucrative. In 2010, every regular-season tournament winner is guaranteed – regardless of field size – a fully loaded 2010 Ranger Banshee Extreme. The boat is powered by a 60-horsepower, four-stroke Yamaha outboard and is equipped with a Power-Pole shallow water anchor, Minn Kota trolling motor, Humminbird electronics, Blue Point Fabrication metal work, Bob's four-inch Ultra Light Jackplate and a Loadmaster trailer. The entire first-place prize package is valued at \$30,000.

For more information or to become a member of the IFA, the fastest-growing inshore fishing tournament series in the United States, go online to www.redfishtour.com or www.ifakayakfishingtour.com. To discover more about kayaking and Hobie Fishing go to www.hobiefishing.com.

IFA events are made possible through the sponsorship and continued support of the fishing industry's most respected brands: Ranger Boats, Hobie Fishing, Cabela's, Yamaha Outboards, Rapala, Trigger X, Sufix, Columbia Sportswear, Minn Kota, Humminbird, Power-Pole, Wrap This, CW Crab, Charter Lakes Marine Insurance, Solar Bat, Navionics, Blue Point Fabrication, EGO Nets, Bob's Machine Shop, 321fish.com, Kayak Angler Magazine, Terminator, VMC Hooks, Loadmaster, Powertex Group and Audubon Aquarium of the Americas.

Event Details:

IFA Redfish Tour Presented by Cabela's

Jacksonville, Fla.

Florida East Coast Division

Competition Date: February 27, 2010

Registration and Check In: Begins at 5 p.m. on Friday, February 26

Captains Meeting: Begins at 7 p.m. following registration and check in

Location: Hampton Inn

4690 Salisbury Road

Jacksonville, FL 32256

(904) 281-0443

Launch Site: Sister's Creek Marina at safe light

8203-2 Hecksher Dr., Jacksonville, FL 32226

Weigh-in: Sister's Creek Marina - times TBA at Captains Meeting

IFA Kayak Fishing Tour Presented by Hobie Fishing

Jacksonville, Fla.

Florida East Coast Division

Competition Date: February 28, 2010

Registration and Check In: Begins at 6 p.m. on Saturday, February 27

Captains Meeting: Begins at 7 p.m. following registration and check in

Location: Sister's Creek Park

8203-2 Hecksher Dr., Jacksonville, FL 32226

Take-off: Location of your choice

Weigh-in: Hampton Inn

4690 Salisbury Road, Jacksonville, FL 32256

(904) 281-0443

Weigh-in times will be announced at the captain's meeting

**IFA REDFISH TOUR PRESENTED BY CABELA'S
2010 REGULAR SEASON SCHEDULE**

Atlantic Division

March 20 – Charleston, SC

May 22 – Surf City, NC

September 25 – Georgetown, SC

Florida East Coast Division

February 27 – Jacksonville, Fla.

May 1 – Titusville, Fla.

October 9 – Fernandina, Fla.

Florida West Coast Division

March 6 – Punta Gorda, Fla.

May 15 – Sarasota, Fla.

September 18 – Ruskin, Fla.

Gulf Coast Division

March 13 – Destin, Fla.

June 5 – Panama City Beach, Fla.

October 16 – Orange Beach, Ala.

Louisiana Division

April 24 – Cocodrie, La.

June 19 – Empire, La.

August 28 – Grand Isle, La.

Texas Division

April 17 – Port Lavaca, Texas

June 12 – Rockport, Texas

September 11 – Port Aransas, Texas

**IFA KAYAK FISHING TOUR PRESENTED BY HOBIE FISHING
2010 REGULAR SEASON SCHEDULE**

Atlantic Division

March 21 – Charleston, SC

May 23 – Surf City, NC

September 26 – Georgetown, SC

Florida East Coast Division

February 28 – Jacksonville, Fla.

May 2 – Titusville, Fla.

October 10 – Fernandina, Fla.

Florida West Coast Division

March 7 – Punta Gorda, Fla.

May 16 – Sarasota, Fla.

September 19 – Ruskin, Fla.

Gulf Coast Division

March 14 – Destin, Fla.

June 6 – Panama City Beach, Fla.

October 17 – Orange Beach, Ala.

Louisiana Division

April 25 – Cocodrie, La.

June 20 – Empire, La.

August 29 – Grand Isle, La.

Texas Division

April 18 – Port Lavaca, Texas

June 13 – Rockport, Texas

September 12 – Port Aransas, Texas