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Media Contact: Josh Ward
Blue Heron Communications
(800) 654-3766
Josh@blueheroncomm.com

**IFA REDFISH TOUR, HOBIE CAT COMPANY ANNOUNCE
START OF KAYAK-ONLY FISHING TOUR IN 2010**

New, innovative format brings competitive, inshore angling opportunities to a broader audience; will be showcased with a preview event at Titusville, Fla., on September 20

LIZELLA, Ga. (August 26, 2009) – The national leader in lucrative and high-level inshore tournaments across the southeastern United States, the IFA Redfish Tour takes inshore tournament fishing to the anglers – allowing them to fish close to home, minimize expenses and cash in on big purses. In keeping with the IFA's desire to make inshore fishing more exciting, lucrative and accessible, the IFA announces a partnership with Hobie Cat Company, the makers of the industry's most sought-after fishing kayaks, to form the IFA Kayak Fishing Tour Presented by Hobie Fishing.

An inaugural showcase event of the catch-photograph-and-release format is scheduled for September 20 in Titusville, Florida. Competitors must fish from a non-motorized, self-propelled watercraft. The one-day competition will follow the day after the Redfish Tour's Florida East Coast Division tournament. An 18-event regular season schedule plus a Championship for the kayak-only tournaments will begin in 2010.

"The IFA is excited to team with Hobie Fishing in offering a second day of competition," said Bart Schad of the IFA. "A great number of inshore anglers fish from kayaks and this tournament gives this group a chance to compete in a format custom designed for their tactics."

The multispecies tournament will include payouts in four Divisions plus a Junior Angler award. The winner of the Aggregate/Slam Division will take home a Hobie Mirage Pro-Angler valued at \$2399, with the next seven places awarded cash (based on a 100 boat field). The Redfish, Trout and Flounder Division winners will each win a Hobie Fishing kayak, valued at \$1,049 or greater value, with second and third place finishers winning cash.

"We are extremely proud of this new initiative between Hobie Fishing and the IFA," said Doug Skidmore, President of Hobie Cat Company. "This new tournament and 2010 Tour allow us to show our appreciation for all the saltwater kayak anglers and the exciting fishing they enjoy. Our goal is to reward the dedication of these anglers and to encourage others to join in on the kayak fishing experience."

For 2010 the IFA Kayak Fishing Tour Presented by Hobie Fishing, will be scheduled at each of the 18 Redfish Tour locations.

September 20, 2009 Titusville Payout:

Cash awards are based on 100 Entries/\$100 Entry Fee per Person = Total Payout \$10,100
Cash & Prizes (prize boats are guaranteed)

Aggregate/Slam Division:

- 1st place = Hobie Mirage Pro Angler (value \$2,399)
- 2nd place = \$1,000
- 3rd place = \$500
- 4th place = \$400
- 5th place = \$300
- 6th place = \$225
- 7th place = \$200
- 8th place = \$175

Redfish Division:

- 1st place = Hobie Kayak (valued at \$1,049 or greater value)
- 2nd place = \$500
- 3rd place = \$200

Trout Division:

- 1st place = Hobie Kayak (valued at \$1,049 or greater value)
- 2nd place = \$500
- 3rd place = \$200

Flounder Division:

- 1st place = Hobie Kayak (valued at \$1,049 or greater value)
- 2nd place = \$500
- 3rd place = \$200

Jr Angler (17 & under) = \$100

For a complete set of the tournament rules and to learn more about The Redfish Tour visit www.redfishtour.com. To discover more about kayaking and Hobie Fishing go to www.hobiefishing.com.

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