

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

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FOR IMMEDIATE RELEASE

RUGGED SHARK SPONSORS MISSOURI B.A.S.S. FEDERATION TOURNAMENTS

March 21, 2011: Rugged Shark the leader in footwear for fishermen, is proud to announce it will sponsor the three main tournaments held by the Missouri BASS Federation in 2011. The state chapter consists of 34 clubs boasting over 550 members. Rugged Shark will be providing pairs of their performance fishing shoes as prizes for these popular events.

“Rugged Shark is thrilled to partner with Missouri B.A.S.S. Federation as a sponsor for their top tournaments this year,” said Mike Wilkes, VP of Sales for the brand. “Missouri is known for producing great bass fishing competitors and we look forward to being a part of the team.”

The first two events are one day competitions open to all members and also charity fund raisers. The *Spring Fling* is held on April 9th from the Hermitage State Park Ramp on Palm de Terre Lake in the west central portion of the state and attracts between 150 and 200 competition anglers. This year the proceeds will benefit the Conservation Federation of Missouri. The *Summer Sizzler* is run from Long Shoal Marina on Truman Lake on June 5th and attracts a similar number of anglers. Continuing a multi year tradition the proceeds are donated to the Children’s Miracle Network.

The third event, the highlight of the Missouri B.A.S.S. Federation season, will be held on October 7th, 8th and 9th also on Truman Lake to determine which members of the state federation will represent Missouri in the BASS Federation Nationals. This qualifying event usually attracts a field of 350 anglers. The winner of the Federation Nationals receives an invitation to the Bassmaster Classic.

In honor of the sponsorship agreement Missouri B.A.S.S. Federation is distributing specially designed Federation shirts throughout the season featuring, among others, the Rugged Shark logo. For more information about the Missouri B.A.S.S. Federation go to www.mobass.com. You can see the full line of Rugged Shark Outdoor Footwear at www.ruggedshark.com.

About Rugged Shark, LLC

Parent company SG Footwear brings over 100-years of experience and stability to the Rugged Shark Brand. It was established in 1896 and is one of the world's largest designers, producers and marketers of athletic, casual and seasonal footwear and is also the parent company of SGI Apparel Group.

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