

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

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FOR IMMEDIATE RELEASE

RUGGED SHARK Co-Sponsors Roy vs. Crochet Fan Contest

Rarely does the Bassmasters Elite Rookie of the Year race go down to the last event or end with two such talented anglers as Bradley Roy and Cliff Crochet being locked in a points race that seesawed back and forth during the year. BASS Elite fans were riveted by the performance of these two young freshman anglers as they competed against the best in the world. In the end Rugged Shark Pro staff member Bradley Roy edged out Crochet in the last tournament of the year to win the Rookie of the year title.

Following on the heels of that exciting race Rugged Shark Outdoor Footwear has joined with BIOBOR EB fuel additives, which sponsors both Roy and Crochet, in an exciting fan contest that once again pits the two anglers against each other, but this time the fans win the prizes! By logging on to www.biobor.com fans try to guess the exact amount of fuel each of the two will burn during each Elite Series event. The winners receive a case of Biobor Fuel Additive and a pair of Rugged Shark Performance Fishing Shoes.

"We are excited to have Bradley Roy as a member of the Rugged Shark pro staff and a spokesman for our fishing and boating footwear," said Mike Wilkes, VP of sales. "We are also pleased to co-sponsor this contest with Biobor, which gives the fans a chance to win great prizes while following the progress of these two Elite anglers.

For more information on the Roy vs. Crochet Fan Contest go to www.biobor.com. To see the full line of Rugged Shark Footwear log on to 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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