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FOR IMMEDIATE RELEASE

The Bass Federation Signs Exclusive Partnership Agreement with Compete-At for Online Fishing Tournament Management

BETHESDA, MD. –July 15, 2008– Compete-At, the leading innovator of sport event management software, today announced its exclusive partnership with The Bass Federation (TBF), the largest and oldest independent grassroots organization in bass fishing, to provide tournament management to the Federation and its member organizations at the national, regional, state, and local levels.

TBF will use Compete-At's online Event Management platform to run 6 divisional championship events, the TBF Federation National Championship, Presented by the National Guard as well as other events. In addition, the platform has the ability to manage all 20,000 events sanctioned by TBF through local TBF clubs. TBF includes 1,900 clubs and 30,000 members all of which will receive the benefits of Compete-At's Event Management Platform. Competitive anglers will also be able to take advantage of Compete-At's Passport product, enabling them to easily sign up for events and keep track of past tournaments through a secure online profile.

Robert Cartlidge, President of TBF, says, "*We are a membership owned organization, as such, we continuously striving to add value, lessen the work load and make life easier on our all volunteer membership. With the Compete-At platform it will be easier than it has ever been for all TBF affiliates to organize and improve tournaments, increase club memberships and attendance at our events.*" Robert continues, "*Compete-At enables us to streamline our process with Event Manager, a completely turn-key solution. Through our partnership, all TBF clubs only need to activate their account and they can start reaping the benefits by accepting online registrations, posting photos, tournament results and more. In essence, we're making world-class event management and online registration accessible to all of our clubs, regardless of size.*"

"*We're very excited about our new partnership with The Bass Federation,*" says David Ross, Chief Executive Officer at Compete-At. Dave continues, "*Their goal to improve event management across all levels of the organization, is a testament to their support and dedication to member clubs. Compete-At's*

philosophy to provide tailored event management solutions for select sports, in this case bass fishing, will certainly help them achieve this goal.”

Activating Your Bass Federation Event Manager Account

Compete-At, in conjunction with TBF, will be contacting member clubs starting in July with instructions on activating their club. Clubs with immediate tournament needs can contact John Torgerson at 240- 497-0037 x213 or visit www.compete-at.com/bassfederation for more information.

About Compete-At Event Management Platform

Compete-At Event Manager is a secure online platform tailored to meet the unique planning and online registration needs of select competitive sports. Unlike “league based” or one-size-fits-all solutions, Event Manager is specifically designed and tailored to alleviate the headaches of event management while handling all sport specific disciplines at local, regional and international levels.

Compete-At functionality addresses the following areas of running a successful event:

- Pre-event planning and promotion
- Event staff roles and responsibilities with custom access rights and privileges
- Scheduled and on-demand notification engine
- Online registration configuration with custom registrations requirements
- Customized fee structure, discipline and class structure
- Available predefined bass fishing forms for boat and anglers
- E-commerce store with customizable categories and reporting to sell event apparel, social or event tickets, T-shirts, etc.
- Event cloning for rapid deployment and increased efficiency
- Social event planning
- Youth event or education registrations
- Accept online donations
- Secure credit card processing in multiple currencies
- Accept and record multiple payment options; online credit card, check, cash, etc.
- On-site quick entry to handle last minute registrations
- Event financial budgeting and reporting

About Compete-At Passport

The Compete-At Passport product is a secure user account used to manage angler profile information, maintain a history of past events, store required entry documentation to allow for quick and simple online registration. Once an angler has created a Passport account, registering for any event is a simple process by which the stored profile information is ported over to the event registration forms making sure to only pass the information necessary for that event. Compete-At Passport eliminates the tedious process

manually completing and submitting registration entry and requirement forms.

About The Bass Federation (TBF)

The Bass Federation Inc. (TBF) is owned by those we serve and dedicated to the sport of fishing. TBF affiliated state federations and their member clubs conduct more than 20,000 fishing, youth and conservation events at the local level each year. The “Federation” is the world’s oldest and largest organized grassroots fishing organization and has provided the foundation for the entire bass fishing industry for more than 35 years. www.bassfederation.com

ABOUT COMPETE-AT.COM

Compete-At.com is the sport event management expert providing tailored solutions to meet the unique needs of individual sport disciplines. The Compete-At product suite is based on the Regatta Manager platform and helps National Governing Bodies, sport event organizers and athletes, coordinate, promote, and manage events through a robust, yet easy to use online system. For more information visit <http://www.Compete-At.com>