



Mustang Survival Sponsors ABA and Launches Safe Money Program at Bassmaster Classic

February 21, 2008 – Bellingham, WA – Mustang Survival today announced a new association with American Bass Anglers as the official Personal Flotation Device sponsor and launched the Safe Money Program which is open to all Bassmaster Weekend Series anglers at the Bassmaster Classic today in Greenville, SC.

Members of the Safe Money program who purchase a Mustang Survival Inflatable Personal Flotation Device (PFD) in 2008 and finish first at approved tournaments are eligible to win \$300 in prize money by simply wearing their Mustang Survival PFD at all required times during the tournament and at weigh-ins.

“ABA anglers are extremely passionate and competitive people and our Inflatable PFDs are the perfect choice for bass fishing,” said Shane Dewitt, Manager Business Development for Mustang Survival. “The Safe Money Program encourages that competitive spirit and rewards champions who lead by example.”

“Our anglers fish in some very challenging conditions,” said Morris Sheehan, President of the American Bass Anglers Association, “Now wearing a Mustang Survival PFD will not only keep them safe but give them added incentive to place first at the final weigh-in.”

Key Program Details

- Join the Safe Money Program online starting March 1, 2008 at www.mustangsurvival.com/safemoney.
- Membership costs \$25 and members receive a Safe Money T-shirt, hat and decals.
- Members need to have purchased a Mustang Survival Inflatable PFD (models MD3087, MD3087BC, MD3183 or MD3183BC) between 12/1/2007 and 11/30/2008
- Members must wear their PFD at all times required by the tournament and during the weigh-in and display the Mustang Survival decal on their tow vehicle and boat in order to win a prize.

Image Links

Bass Angling Images

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Deluxe Inflatable PFD (MD3087 BC)

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Inflatable PFD With HIT (MD3183 BC)

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Safe Money Logo

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Visit www.mustangsurvival.com/mymustang/ for access to our library of product and action images, broadcast quality video b-roll, logos and the latest company information.

About Mustang Survival

For over 40 years Mustang Survival has been committed to providing life support solutions. Through constant innovation and the application of new technologies, Mustang is the leading supplier of quality flotation and hypothermia protection products to the most demanding users – from fishermen, sailors and power boaters to the Coast Guard, jet fighter pilots and even NASA astronauts.

About American Bass Anglers

American Bass Anglers offers over 1,100 tournaments per year in 41 states that are designed for the weekend angler. American Bass Anglers commitment is to provide low cost, close to home tournaments for the weekend angler and at the same time offer each an upward path for angler progression. For more information on American Bass Anglers and the American Fishing Tour, The Toyota Tundra Bassmaster Weekend Series, The Hi-Seas Grand Slam Series or the American Couples Series, visit www.americanbassanglers.com.

For more information, please contact:

Rob McMahon

Marketing Communications Specialist

Mustang Survival

604.244.6739

rmcmahon@mustangsurvival.com

www.mustangsurvival.com/safemoney

Debra Talley

National Marketing Director

American Bass Anglers, Inc.

dtalley@americanbassanglers.com

www.americanbassanglers.com