



# “Xtreme” TV Sponsor!

## ***What’s all the excitement?***

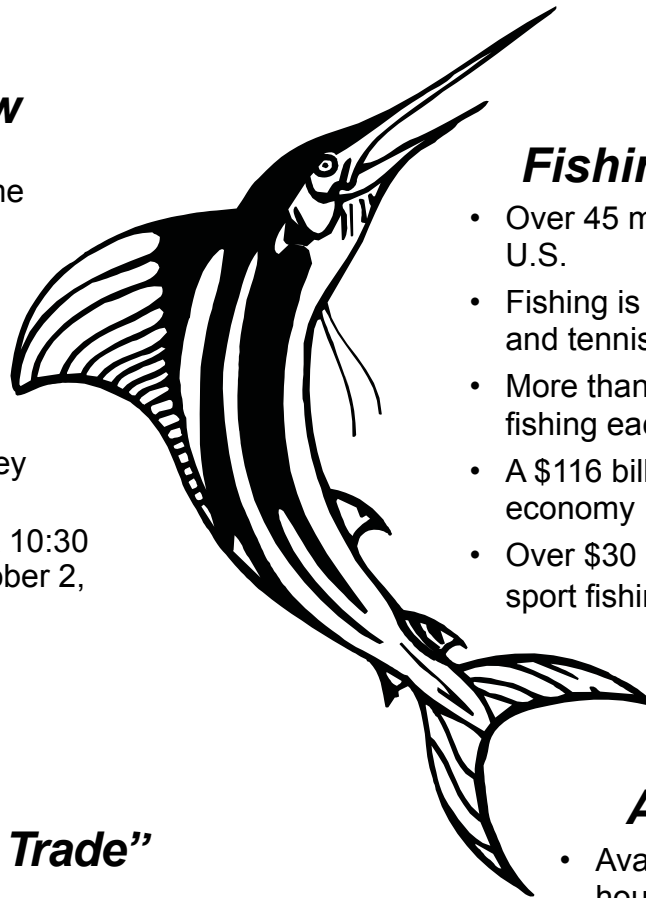
CAR-FRESHNER now sponsors the “Tools of the Trade” segment of ESPN2’s Billfishing Xtreme Release League!

## ***Why?***

To expose the “Little Trees” to a whole new market: fishing enthusiasts!

### ***About the show***

- Only TV show dedicated to competitive offshore big game fishing
- Appeals to viewers of all income and age brackets
- Six teams of die-hard fishermen competing in exotic Caribbean locations
- Over \$600,000 in prize money awarded
- New shows air on ESPN2 at 10:30 a.m. Saturdays starting October 2, 2004



### ***Fishing is popular!***

- Over 45 million fishermen in the U.S.
- Fishing is more popular than golf and tennis combined
- More than \$42 billion spent on fishing each year
- A \$116 billion impact on the U.S. economy
- Over \$30 billion in wages rely on sport fishing

### ***About “Tools of the Trade”***

- Recaps show highlights
- Focuses on equipment and techniques behind each great catch
- Popular with viewers - helps them polish their own fishing techniques

### ***About ESPN2***

- Available in 95.7% of U.S. households
- 16th most distributed network
- Active, loyal viewers

For more information, please call CAR-FRESHNER at 1-800-545-5454.  
To see our products, please visit our website at [www.little-trees.com](http://www.little-trees.com).  
For “Little Trees” Racing updates, visit [www.littletreesracing.com](http://www.littletreesracing.com).

For more information on Billfishing Xtreme Release League, visit [www.billfishingxtreme.com](http://www.billfishingxtreme.com).