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Sailfish Pro Series Teams Compete for Title and \$100,000 in Post Season Playoff

Miami Beach, Fla. (April 29, 2010) – The second day of the World Sailfish Championship marked the end of the regular season for the 13 teams competing in the second season of the Sailfish Pro Series, a NASCAR-style point race which determines its winner over the course of six months and five of the best sailfish tournaments in the world. The regular season is followed by a post season playoff and championship finale in which one team will earn bragging rights and \$100,000 cash. In only its second season teams compete for over \$2.5 Million in prize money.

At the end of the regular season top points and a bye into the Finale were earned by team Vitamin Sea Too captained and owned by Timothy Maddock of Pompano Beach, Florida with 395 points. Team De-Bait-Able of Del Rey Beach, Florida earned 374 points and a head to head match against the winner of the wild card shootout, team Tagline, in the playoffs. Team Get Lit of Miami took third place points and will compete against team Wet Dream of Islamorada while Team Sandman of Fort Lauderdale will take on their hometown competitor team Advanced Roofing.

The winners of the head to head playoffs along with the regular season points leader, team Vitamin Sea Too will compete on Sunday, May 2nd in a final four sudden death fish off Finale in which first, second, third and four places for the season will be determined. Payouts for the Finale are \$100,000, \$25,000, \$15,000 and \$10,000 respectively. Ties will be determined based on the time of each team's last sailfish release.

Fishing fans can follow all of the play by play action by logging on to the official Sailfish Pro Series website at www.sailfishseries.com and clicking on the "Live Scoring" feature. Team bios and rosters are also available on the site. The winner of the 2009-2010 Sailfish Pro Series will be recognized and presented with a custom Irish crystal trophy created by master craftsman Fred Curtis of Fred Curtis Studios and a check for \$100,000 at the Award Banquet hosted by Smith and Wollensky Steakhouse on Miami Beach. The 2009-2010 Sailfish Pro Series is brought to you by Thompson National Properties, Southern Wine and Spirits and Image Graphics 2000.

NOTE TO EDITORS: For more information please contact Brooke Gast at 727.525.9738, or brooke@hypegroup.net.

About the SPS: The Sailfish Pro Series is a professional sailfishing association bringing together the best-of-the-best in a season-long fight to determine the most competitive, most consistent and ultimate champions of tournament fishing. Teams compete for the title of Sailfish Pro Series Champion and a \$100,000 first-place payout. The series includes five regular-season tournaments. The top teams will then advance to a post season fish-off open only to Sailfish Pro Series association members. The regular season concludes with the World Sailfish Championship out of Key West, FL, in April.

2009-2010 Sailfish Pro Series regular season tournament events:

Sailfish Cup: November 16-18, 2009 in Miami, FL
Sailfish Open: January 7-9, 2010 in Duck Key, FL
Sailfish Challenge: February 18-21, 2010 in Dania, FL
K-Rock Klassic: March 5-7, 2010 in Miami, FL
World Sailfish Championship: April 13-17, 2010 in Key West, FL

About Executive Adventures: Executive Adventures is a full-service event management company based in Clearwater, FL. Founded in 2001, Executive Adventures has an extensive background in sports and entertainment marketing including work with Major League Baseball, NASCAR, the National Football League, NCAA, National Hockey League and American Idol. Executive Adventures works with each client to tailor an activation plan making certain expectations are met. Its highly trained staff attends to every detail of each event from the initial concept through the completion ensuring a memorable experience. Executive Adventures is widely known in the sport fishing industry for the success of the World Sailfish Championship and the Sailfish Cup held annually in Key West and Miami Beach, FL, respectively.