

ESPN CHOOSES REDRUM SPORT FISHING FOR INNOVATIVE NEW 'WANNA GO FISHING?' SHOW

CABO SAN LUCAS, MEXICO – April 2007 – RedRum Sportfishing, the premier provider of personalized deep sea fishing charters in Cabo San Lucas, Mexico, is pleased to announce that ESPN's series *Wanna Go Fishing?* came to Cabo San Lucas last year and fished on our 33' Bertram, El Nuevo RedRum, during the Bisbee Black & Blue tournament. The show airs nationwide on ESPN-2 this Sunday, April 29th, at 8 a.m. Eastern Daylight Time.

http://sports.espn.go.com/outdoors/tv/news/story?page=g_tv_desc_wanna_go_fishing

RedRum welcomed fisherman Juan Navarro and the Fischer Production team for an incredible few days on the water. The premise of the show is to choose a person randomly, give them five minutes and two phone calls to clear their schedule, and immediately get on a plane. This time, Navarro was brought to Cabo for the chance of a lifetime—to fish for over \$4 million in prizes.

“Our captains and mates spent quality time with the ESPN crew and Juan leading up to the event, getting them familiarized with the boat and the waters off Cabo,” said Ryan Donovan, RedRum Marketing. “We did our best to ensure the film crew had the footage they needed, but more importantly, that they got as many bites on the line as possible. Our ultimate goal was to ensure the ESPN team had an incredible time to bring an exciting show to their viewers this weekend.”

Fishing during the tournament proved a bit challenging. The morning before the event, Hurricane Paul threatened the waters off the coast. While it proved only to bring rain and some wind offshore for a few days, it stirred up enough to scare the fish away. On the second day of the tournament, Navarro did manage a Blue Marlin hookup and release, estimated at 200 pounds. While Team Bad Company brought in the winning fish, RedRum is confident that ESPN and Navarro enjoyed their time out on El Nuevo RedRum.

“When we were approached by ESPN's team to use one of our boats, we didn't hesitate for a second,” said John Donovan, RedRum Operations. “We couldn't have been more pleased at the chance to host the entire group on our boat. We look forward to seeing the show this weekend and to working with the cast and crew again in the near future.”

An additional highlight of the experience was the chance to fish with the “million dollar lure” made by MacDaddy Fishing Lures.

http://www.macdaddysfishinglures.com/million_dollar_lure.shtml It wasn't used for tourney fishing but it was extremely exciting to throw out a lure made of three pounds of shiny gold and platinum and 100 carats of diamonds and rubies.

About RedRum Sportfishing

RedRum Sportfishing is your destination for a deep sea fishing charter in Cabo San Lucas, Mexico. Whether you are a seasoned fisherman or looking to cast a rod for the first time, our friendly and experienced crew will help you get the Marlin, Dorado, Tuna or whatever fish awaits you in the warm waters off the southern tip of the Baja Peninsula. Fish with the best. For more information, please visit www.redrumcabo.com.

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