



First Light Net Acquires Fishing.org Domain Name

First Light Net, a provider of niche internet advertising for the fishing, hunting, sports and outdoor industries, announced that it has acquired the domain name Fishing.org. Their focus is to connect outdoor retailers and manufacturers to targeted customers online. The addition of Fishing.org to their network of over 350 fishing, hunting, and outdoors websites will be another big step in connecting anglers to the products and services they are looking for.

Colorado Springs, CO, February 20, 2008 --(PR.com)-- After months of negotiation [First Light Net](#) is proud to announce the acquisition of Fishing.org domain name.

"This is a fundamental domain acquisition," said Michael Hodgdon, First Light Net's Chairman and Chief Operating Officer. "Our focus is to connect outdoor retailers and manufacturers to targeted customers online. The addition of Fishing.org to our network of over 350 fishing, hunting, and outdoors websites will be another big step in connecting anglers to the products and services they are looking for."

First Light Net will develop the Fishing.org website and accompanying brand to provide an engaging online community and targeted advertising to end users. Hodgdon says "[Fishing.org](#) was targeted for acquisition due to its natural appeal to search engines and strong branding potential."

"By targeting highly relevant and broad search term domain names and web sites for acquisition we strengthen our position as the outdoor companies best choice for Internet advertising and promotion," said Hodgdon. "This transaction meets all of our key acquisition criteria, and has specific catalysts for growth."

First Light Net offers free information, free promotional giveaways, forums and social network sites to outdoor enthusiasts and monetizes this web traffic by offering clients targeted online advertising.

According to the latest "National Survey of Fishing, Hunting, and Wildlife-Associated Recreation" by the U.S. Fish and Wildlife Service, over 82 million U.S. residents 16 years old and older fished, hunted, or wildlife watched in 2006.

Financial details regarding the acquisition were not available at the time of this release.

About First Light Net

First Light Net is a trademark of Predatorial Advertising Associates L.L.C. a marketing and advertising company that specializes in servicing the fishing, hunting, outdoor and sports industries Internet needs. They manage one of the largest online networks of outdoor related vertical niche. They offer clients a wide range of services including banner advertising, featured "Retailer Showcase" ads, Pay Per Click advertising, textual ads, targeted opt in email marketing, and newsletter sponsorship. To learn more about First Light Net, visit www.firstlightnet.com.



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