



Fishing Network Announces Launch of Mobile Fishing Guide Search Site

First Light Net, a provider of niche internet advertising for the fishing, hunting, sports and outdoor industries, announced today the launch of FishingGuides.Mobi.

Colorado Springs, CO, March 03, 2008 --(PR.com)-- With anglers embracing technology more and more every day, [First Light Net](#) takes the tools available to them to the next level. Following in the footsteps of the first mobile fishing reports web site BigFishTackle.Mobi, FishingGuides.Mobi lists nearly 900 fishing guides and fishing services in all 50 states and throughout the world, and the list grows daily.

"Picture this," says, Andrea (Dre') Gallegos, First Light Net Production Manager, "You're on the road. Maybe it's a family vacation... maybe it's a business trip. Whatever the reason, you find yourself in an unknown city with an afternoon or even a full day to kill. "

Trying to figure out the local fishing scene on your own is definitely too time-consuming. Besides, your tackle is at home in the garage. You know the answer to your dilemma is a fishing guide. In days gone by, you might have sought out the nearest boat dock or bait shop to start the lengthy process of tracking down someone willing and able to escort you on the local waters.

"Those days are gone," Gallegos says, with a smile.

"Now you simply reach for your hip, whip out your trusty mobile device, access the Internet, and type in: FishingGuides.Mobi"

Mobile web sites are primarily text-based without heavy graphics to slow you down when you're "going mobile." With more than four mobile phones purchased for every personal computer that's bought, First Light Net feels it's important to provide users the tools they offer on the internet to their cellular phones.

"Our company has been providing outdoor enthusiasts information and resources on the internet since 1996," said Gallegos, "The dot mobi domain takes our ability to provide anglers with the most accurate, beneficial, and timely information on their way to or even on the water."

Traditionally, anglers have relied on magazines, TV, and PC-based Web sites for information about their fishing area or the fish they're trying to catch... or the guide they're trying to find. However, everyone, including fishermen, have become more and more mobile reliant. Worldwide, there are more digital mobile phones than televisions and PCs combined. According to Wikipedia, 80 percent of the world's population enjoys mobile phone coverage and that's expected to increase to 90 percent by 2010. The overwhelming majority of those phones will also have access to the Internet.

First Light Net is riding the crest of that wave on behalf of the outdoor enthusiasts. As a provider of niche internet business advertising services for the fishing, hunting, sports, and outdoor industries, it is one of the first companies to use the .mobi domain - the first and only Internet domain for mobile phones. The domain makes the Internet available on practically any mobile phone with an integrated browser, no



matter what carrier the consumer uses.

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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