



## **First Light Net Announces Acquisition of Domain Name Fishing.Net**

*First Light Net, a provider of targeted internet advertising for the fishing, hunting, sports & outdoor industries, announced today it has acquired the domain name fishing.net, the third in a series of recent acquisitions including fishing.org, and chatanoogafishingforums.com.*

Colorado Springs, CO, March 04, 2008 --([PR.com](#))-- On the heels of their less recent acquisition (fishing.org) First light Net further strengthens their foothold in the fishing, hunting and outdoors online marketplace by acquiring fishing.net.

In an interview with Michael Hodgdon, Chief Operating Officer, and Adam Minic, First Light Net's National Sales manager, they were able to provide some additional information about the recent acquisition.

"The timing for this acquisition could not have been any better," said Hodgdon. "Having already made staffing, vendor plans and considerations to build fishing.org at an accelerated pace, we now find ourselves excellently positioned to launch both websites prior to the peak fishing season this spring."

"Unlike the fishing.org acquisition which took months of negotiating, the fishing.net acquisition was attributed to our passion for staying close to the online outdoors industry, utilizing industry tools and just plain luck." Hodgdon went on to say, "With our vast network of fishing sites and the challenges associated to implementing new innovative interfaces to sites that already have massive user bases, we are very excited to be able to develop these domain names using all the latest technology available without the challenges associated to redesigning existing sites."

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

Considered by some a late adopter online industry, "fishing" has definitely carved out its niche on the internet. According to the 2006 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation conducted by the U.S. Department of the Interior, Fish and Wildlife Service, U.S. Department of Commerce, and U.S. Census Bureau. It was concluded that in 2006, 30.0 million U.S. residents 16 years old and older enjoyed a variety of fishing opportunities throughout the United States. Anglers fished 517 million days and took 403 million fishing trips. They had \$42.2 billion in fishing-related expenses during the year.

Turning to Mr. Minic, who was clearly excited about the news, and although few, his words had a lot to say. "Although I am very excited about the plans for these websites, the excitement level from our clients is what really pleases me most." Minic added, "With the flexibility we provide advertisers in the form of static placements, sponsorships and other custom services that partnered networks can't provide, and the power of adding these websites to our network, it is great to know that we will continue to dominate the market that provides our clients definitive value."



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. It is a marketing and advertising company that specializes in servicing the fishing, hunting, outdoor and sports industries Internet needs. FLN owns the largest self owned online network of outdoor related vertical niche websites. 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](http://www.firstlightnet.com).

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