



First Light Net Launches Fishing.Org in Time for Upcoming AdTech Show in Chicago

First Light Net, a provider of targeted internet advertising for the fishing, hunting, sports & outdoor industries, has launched Fishing.Org, adding to its network of over 350 outdoors related websites.

Colorado Springs, CO, July 23, 2008 --(PR.com)-- [Fishing.Org](#), a massive B2B and B2C [fishing directory](#) of fishing businesses, services and resources, provides anglers instant online access to online and local fishing resources, and fishing product manufacturers, distributors, and services a directory for locating business resources.

The site offers online exposure to local fishing businesses such as bait shops and fishing charters - many of which do not have their own websites. Listings on Fishing.Org are customizable and function as mini web pages with no upkeep.

“[Fishing.Org](#) brings the massive search potential of the internet to local fishing businesses,” said Michael Hodgdon, COO of First Light Net. “We’re actively seeking registrations from small fishing retailers and service providers that may not have the staff to maintain a full blown website, but realize the overwhelming need for a viable online presence, as well as web sites looking to increase their sites traffic.”

Features include maps to physical locations, photo galleries, contact forms, online coupons, video snippets, and more. Prices range from free basic listings to \$299 annually for showcase listings to maximum exposure.

Business registrants are granted secure access to a robust control panel that displays real time stats of visitors to their page.

“Companies that already have an online presence can leverage the value provided by listings on Fishing.Org to create new avenues of traffic to their current sites,” said Hodgdon. “Listings drive traffic via searches on Fishing.Org which is actively being promoted by our network of over 350 fishing, hunting, and outdoors web sites. The listings truly are an amazing value..”

Fishing.Org's launch follows the highly successful launch of [First Light Net's](#) [www.Fishing.Net](#) website, and the recent implementation of GEO Targeting which offers clients regional specific banner impressions, earlier this year.

According to information from the newest National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, 87.5 million Americans spent more than \$122 billion in 2006 on wildlife-related recreation. First Light Net has been active in the online outdoor community since 1996.

About First Light Net

First Light Net (FLN) (a trademark of Predatorial Advertising Associates L.L.C.) is an online marketing



and advertising company that specializes in serving the fishing, hunting, outdoor and sports industries. FLN maintains one of the largest self-owned online networks of outdoor related vertical niche websites, including the largest fishing network on the internet. 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 and the opportunities they offer, visit <http://www.firstlightnet.com>.

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