

FOR IMMEDIATE RELEASE
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**BASS Announces Schedule for 2009 Bassmaster Opens; New Northern Division Highlights Diverse Schedule
Three Divisions Provide Direct Avenues to Bassmaster Classic, Bassmaster Elite Series**

The 2009 Bassmaster Opens, comprised of three qualifying series in a Southern, Central and revamped Northern division, each with three events, will visit diverse and productive fisheries for a total of nine events in Florida, Alabama, South Carolina, Maryland, New York, Ohio, Louisiana and Texas, BASS announced today.

BASS has adjusted its qualifying berths with the addition of the Northern Open division, which will visit Maryland's Chesapeake Bay, New York's Lake Champlain and Ohio's Lake Erie. As in past years, the Open format will provide direct qualifying avenues into the Bassmaster Elite Series and the Bassmaster Classic.

In 2009, the top two pro competitors from each of three divisions will advance to the Bassmaster Classic and the top seven pro anglers to the Bassmaster Elite Series. The points system for the Opens that will determine Elite Series and Classic qualifiers will mirror the Toyota Tundra Bassmaster Angler of the Year standings used in the Elite Series.

"We continue to enjoy high participation levels in the Open circuits and we get great feedback on the format," said Jamie Wilkinson, senior director of event operations and business development, BASS. "The Opens have certainly developed into a viable feeder system to our top level of competition, the Bassmaster Elite Series."

A number of anglers, including 2008 Advance Auto Parts Rookie of the Year Bobby Lane of Lakeland, Fla., and 2007 Bassmaster Classic champion Boyd Duckett of Demopolis, Ala., have qualified for the Elite Series via the Opens and achieved considerable success at the highest level. Lane qualified for the Elites through the 2007 Bassmaster Southern Opens on his way to a dominating first Elite Series season, throughout which he lead wire to wire in the rookie standings.

Mike McClelland of Bella Vista, Ark., who finished third in the 2008 Toyota Tundra Bassmaster Angler of the Year standings, feels that the Opens are the ultimate avenue and preparation tool for the Elites.

"For an angler looking to advance to the Elite Series, the Opens afford you the type of competition and preparation that you need to be successful," said McClelland, a six-time BASS winner. "They are a fantastic experience, especially for those looking to transition and get a taste of the top levels of tournament fishing."

As in 2008, the Opens will feature an all-cash payout for pros. The payout will be based on 175 boaters and will adjust to the actual field size. Pros will compete for more than \$190,000 in cash, with the winner receiving \$45,000. Co-anglers will continue to compete at the Open level for more than \$70,000 in cash and merchandise, including the top prize of a boat/motor package valued at \$32,000.

Full fields will fish the first two days of competition, and the top 30 will advance to the third and final day. The best cumulative three-day total will win the event.

The Southern Open circuit launches Jan. 29-31 on Florida's Harris Chain of Lakes out of Tavares, Fla., which will serve as the host city. The Harris Chain was the site of an Elite victory for McClelland in 2008 and has hosted more than 10 BASS events. McClelland won the season-opening Elite event with a four-day total of 59 pounds, 2 ounces.

For the second Southern Open, April 30-May 2, anglers head to Wheeler Lake and Decatur, Ala., site of the seventh Elite event in 2008. Jeremy Starks of Charleston, W.Va., edged out four-time Toyota Tundra Bassmaster Angler of the Year Kevin VanDam with a four-day total of 78 pounds, 10 ounces. The Decatur Morgan County Convention and Visitor's Bureau will serve as the host and Wheeler will also serve as the tournament waters April 2-5 for the Dixie Duel, the third Elite event in 2009.

Southern Open anglers will close the circuit Oct. 22-24 on Santee Cooper Reservoir out of Manning, S.C., an event hosted by the Clarendon County Chamber of Commerce. Elite Series angler Preston Clark of Palatka, Fla., set a BASS record in 2006 on Santee Cooper – which has since been broken twice – for the four-day heaviest catch when he won a Bassmaster Elite Series event there.

The Northern Opens will kick off April 16-18 on the Chesapeake Bay hosted by Cecil County, Md., marking the first BASS event there since the 1991 Bassmaster Classic, when Ken Cook scored a victory.

From Maryland, anglers travel north to the city of Plattsburgh, N.Y., which will host an Aug. 20-22 competition on smallmouth paradise Lake Champlain. The fishery is also slated to host a Bassmaster Elite Series event in 2009, the Aug. 6-9 Empire Chase. The final event in the Northern division is Sept. 24-26 on Lake Erie out of Sandusky, Ohio. Erie has hosted eight BASS events and is set for its third Elite Series event in 2010.

For the Central Opens, anglers will start in Louisiana, the host state of the 2009 Bassmaster Classic. The first Central division event, March 5-7 out of Many, La. and hosted by the Sabine Parish Tourist Commission, will be on tournament favorite Toledo Bend Reservoir. Toledo has hosted more than 10 BASS events, and the Central Open will be the first BASS tournament after the 2009 Classic, set for Feb. 20-22 on the Red River out of Shreveport-Bossier City.

From Louisiana, anglers will move over one state to Sam Rayburn Reservoir and Jasper, Texas, which will serve as the host destination on Sept. 3-5. Rayburn is another tournament hot spot, and it last hosted a BASS event in 2006. To finalize the division and the entire Open circuit, anglers will head back to Louisiana to Morgan City and the Atchafalaya Basin on Nov. 5-7. Atchafalaya has hosted three BASS events, including one Open in 2003. The Cajun Coast Visitors & Convention Bureau will host the event.

Registration for BASS members begins at 9 a.m. ET Thursday, Nov. 13, but early registration is available for Federation Nation, BASS Insider and Lifetime members as well as certain pre-qualified anglers. Interested participants can sign up at www.Bassmaster.com or call 1-877-BASS-USA.

For more information, contact BASS Communications at (407) 566-2208 or visit www.Bassmaster.com. Visit www.espnmediazone.com for ESPN's latest releases, schedules and other news, plus photos, video and audio clips and more

2009 Bassmaster Southern Open Division

Jan. 29-31	Harris Chain of Lakes	Tavares, Fla.
April 30-May 2	Wheeler Lake	Decatur, Ala.
Oct. 22-24	Santee Cooper Reservoir	Manning, S.C.

2009 Bassmaster Northern Open Division

April 16-18	Chesapeake Bay	Cecil County, Md.
Aug. 20-22	Lake Champlain	Plattsburgh, N.Y.
Sept. 24-26	Lake Erie	Sandusky, Ohio

2009 Bassmaster Central Open Division

March 5-7	Toledo Bend	Many, La.
Sept. 3-5	Sam Rayburn Reservoir	Jasper, Texas
Nov. 5-7	Atchafalaya Basin	Morgan City, La.

Bassmaster Open sponsors include Toyota Tundra, Advance Auto Parts, Berkley, Lowrance, Mercury, Purolator, Skeeter, Yamaha, OPTIMA Batteries and Triton Boats.

About BASS: For 40 years, BASS has served as the authority on bass fishing. With its considerable multi-media platforms and expansive tournament trail, BASS is guided by its mission to serve all fishing fans. Through its industry-leading publications *Bassmaster Magazine*, *BASS Times* and *Fishing Tackle Retailer* and comprehensive Web properties in Bassmaster.com and ESPNOuthdoors.com, the organization is committed to delivering content true to the lifestyle. Additionally, television programming on ESPN2 continues to provide relevant content – from tips and techniques to in-depth tournament coverage – to passionate audiences.

The organization oversees the prestigious Bassmaster tournament trail, which includes the Bassmaster Elite Series, Bassmaster Opens, Women's Bassmaster Tour and the Bassmaster Classic, the ultimate celebration of competitive fishing. Through its grassroots network, the BASS Federation Nation, BASS sanctions more than 20,000 events annually.

BASS also offers an array of services to its more than 500,000 members while spearheading progressive, positive change on issues related to conservation and water access. The organization is headquartered in Celebration, Fla.

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2009 Bassmaster OPENS

Southern

January 29-31 - **Harris Chain of Lakes**, Tavares, FL

April 30 – May 2 – **Wheeler Lake**, Decatur, AL

October 22 - 24 – **Santee-Cooper Reservoir**, Manning, SC

Central

March 5 - 7 – **Toledo Bend** – Many, LA

September 3 – 5 – **Sam Rayburn Reservoir** – Jasper, TX

November 5 - 7 – **Atchafalaya Basin** – Morgan City, LA

Northern

April 16-18 – **Upper Chesapeake Bay**, Cecil County, MD

August 20-22 – **Lake Champlain**, Plattsburgh, NY

September 24-26 – **Lake Erie/Sandusky Bay**, Sandusky, OH

Entry Fees Pro \$1000.00 (\$400.00 deposit) Co-angler \$300.00 (100.00 deposit)

2009 Opens Registration

- More information and register at www.Bassmaster.com
- **All entries will be time stamped and accepted in order received**
- Registration opens at **9 am EST** on opening days

Tuesday, November 4, 2008	Priority registration open to the following Pro and Co-Anglers who are signing up for all three (3) tournaments in Southern, Northern and/or Central Opens: <ul style="list-style-type: none"> • Top 50 Pros from 2008 Southern and Central Opens • Top 50 Co-Anglers from 2008 Southern and Central Opens • 2008 ELITE SERIES Pros (pro only)
Tuesday, November 11, 2008	Priority registration open to the following Pro and Co-Anglers who are signing up for all three (3) tournaments in Southern Open Series Federation Nation, BASS Insider, and Life members
Thursday, November 13, 2008	Open registration for BASS members signing up for all three (3) tournaments in Southern Open Series as either pro or co-angler
Tuesday, November 18, 2008	Priority registration open to the following Pro and Co-Anglers who are signing up for all three (3) tournaments in Central Open Series Federation Nation, BASS Insider, and Life members
Thursday, November 20, 2008	Open registration for BASS members signing up for all three (3) tournaments in Central Open Series as either pro or co-angler
Tuesday, December 2, 2008	Priority registration open to the following Pro and Co-Anglers who are signing up for all three (3) tournaments in Northern Open Series Federation Nation, BASS Insider, and Life members
Thursday, December 4, 2008	Open registration for BASS members signing

Southern, Central, Northern Open Series Overview

- Three (3) events in each Bassmaster Open Series
- 110 % ALL CASH payout for pros
- Boat/motor, first place co-angler
- No off-limits
- Official practice is Monday, Tuesday, Wednesday
- Registrations, Wednesdays @ 1pm - 4pm
- Briefings, Wednesdays @ 5pm
- Payout based on 175 boats and adjusted for actual field size. No more than 20% overbook (210 boats)
- Pro / Co, random pairings

2009 Bassmaster Open Series Format – Competition days: Thursday, Friday, Saturday Pro

- o Full field days one and two
- o Top 30 day three
- o Weights carry over all three days
- o Big Bass each day worth \$1000

Non boater

- o Full field days one and two
- o Top 30 day three
- o Weights carry over all three days
- o Big Bass each day worth \$300

Overall Big Bass of the Tournament worth additional \$1000

2009 Bassmaster Opens Payout (based on fields of 175)

- Pro Division each event	\$193,500 cash
- Non Boater Division each event	\$71,325 cash and merchandise
- Total per event	\$264,825 cash and merchandise
- 2009 Bassmaster Opens (all)	\$2,383,425 cash and merchandise

300 point system for all BASS series

- 1st – 5th five point increments
- 6th – 10th four point increments
- 11th – 15th three point increments
- 16th – 99th two point increments
- 100th through balance of field, one point each until end of field or points run out
- Bonus points, 5 per day for tournament leader
- Must weigh a fish in the tournament to receive points for that event
- End of year point tiebreakers, total weights from 2009 Open Series full field days

Who qualifies for 2010 Elite Series from the Bassmaster Opens Series??

- **Top 7 Pros in points from each of the 2009 Bassmaster Southern, Northern and Central Opens Series are eligible for the 2010 Elite Series**
 - o **If a qualified angler chooses not to participate in the 2010 Elite Series, BASS works down the 2009 Open point standings for that respective Open Series to and including the 12th place.**

2010 Bassmaster Classic Qualifications

- | | | |
|---|---|-----------|
| - | 2009 Elite Series Toyota Tundra AOY Ranking | 36 |
| - | 2009 Classic Champion | 1 |
| - | 2009 Top two Pros Southern Opens | 2 |
| - | 2009 Top two Pros Central Opens | 2 |
| - | 2009 Top two Pros Northern Opens | 2 |
| - | 2009 Season EOBS Series Champion | 1 |
| - | 2009 WBT Pro Points Champions | 1 |
| - | 2009 Federation Division Champions | 6 |
| - | Any duplications work down 2009 Elite Series Toyota Tundra AOY rankings to total field of 51 | |

2009 Opens Information

TOURNAMENT	DATES	FEE	DEPOSIT	BALANCE DEADLINE	PRACTICE
Southern Open Harris Chain of Lakes Tavares, Florida	January 29-31, 2009	Pro \$1000 Co-Angler \$300	Pro \$400 Co-Angler \$100	December 30, 2008	January 26-28, 2009
Central Open Toledo Bend Many, Louisiana	March 5-7, 2009	Pro \$1000 Co-Angler \$300	Pro \$400 Co-Angler \$100	February 3, 2009	March 2-4, 2009
Northern Open Upper Chesapeake Bay Cecil County, Maryland	April 16-18, 2009	Pro \$1000 Co-Angler \$300	Pro \$400 Co-Angler \$100	March 17, 2009	April 13-15, 2009
Southern Open Wheeler Lake Decatur, Alabama	April 30 - May 2, 2009	Pro \$1000 Co-Angler \$300	Pro \$400 Co-Angler \$100	March 31, 2009	April 27-29, 2009
Central Open Sam Rayburn Reservoir Jasper, Texas	June 18-20, 2009	Pro \$1000 Co-Angler \$300	Pro \$400 Co-Angler \$100	May 19, 2009	June 15-17, 2009
Northern Open Lake Champlain Plattsburgh, New York	August 6-8, 2009	Pro \$1000 Co-Angler \$300	Pro \$400 Co-Angler \$100	July 7, 2009	August 3-5, 2009
Northern Open Lake Erie/Sandusky Bay Sandusky, Ohio	September 24-26, 2009	Pro \$1000 Co-Angler \$300	Pro \$400 Co-Angler \$100	August 25, 2009	September 21-23, 2009
Southern Open Santee Cooper Reservoir Manning, South Carolina	October 22-24, 2009	Pro \$1000 Co-Angler \$300	Pro \$400 Co-Angler \$100	September 22, 2009	October 19-21, 2009
Central Open Atchafalaya Basin Morgan City, Louisiana	November 5-7, 2009	Pro \$1000 Co-Angler \$300	Pro \$400 Co-Angler \$100	October 6, 2009	November 2-4, 2009

2009 Bassmaster Open Payout

Entry fees		Pro			Co-angler		Entry fees				
		175 x \$1000= \$175,000			\$200,000.00		\$150,000		175 x \$300 = \$52,500		
Place	Cash	Merch	Total	Total (200 boats)	Total (150 boats)	Place	Cash	Merch	Total	Total (200 boats)	Total (150 boats)
1	\$45,000.00		\$45,000.00	\$51,300.00	\$38,700.00	1	\$0.00	\$32,000.00	\$32,000.00	\$32,000.00	\$32,000.00
2	\$20,000.00		\$20,000.00	\$22,800.00	\$17,200.00	2	\$5,000.00		\$5,000.00	\$5,700.00	\$4,300.00
3	\$17,000.00		\$17,000.00	\$19,380.00	\$14,620.00	3	\$4,000.00		\$4,000.00	\$4,560.00	\$3,440.00
4	\$12,500.00		\$12,500.00	\$14,250.00	\$10,750.00	4	\$3,000.00		\$3,000.00	\$3,420.00	\$2,580.00
5	\$10,000.00		\$10,000.00	\$11,400.00	\$8,600.00	5	\$2,500.00		\$2,500.00	\$2,850.00	\$2,150.00
6	\$9,000.00		\$9,000.00	\$10,260.00	\$7,740.00	6	\$2,250.00		\$2,250.00	\$2,565.00	\$1,935.00
7	\$8,000.00		\$8,000.00	\$9,120.00	\$6,880.00	7	\$2,000.00		\$2,000.00	\$2,280.00	\$1,720.00
8	\$7,000.00		\$7,000.00	\$7,980.00	\$6,020.00	8	\$1,900.00		\$1,900.00	\$2,166.00	\$1,634.00
9	\$6,000.00		\$6,000.00	\$6,840.00	\$5,160.00	9	\$1,700.00		\$1,700.00	\$1,938.00	\$1,462.00
10	\$5,000.00		\$5,000.00	\$5,700.00	\$4,300.00	10	\$1,300.00		\$1,300.00	\$1,482.00	\$1,118.00
11	\$4,000.00		\$4,000.00	\$4,560.00	\$3,440.00	11	\$1,100.00		\$1,100.00	\$1,254.00	\$946.00
12	\$3,500.00		\$3,500.00	\$3,990.00	\$3,010.00	12	\$1,000.00		\$1,000.00	\$1,140.00	\$860.00
13	\$3,000.00		\$3,000.00	\$3,420.00	\$2,580.00	13	\$900.00		\$900.00	\$1,026.00	\$774.00
14	\$2,500.00		\$2,500.00	\$2,850.00	\$2,150.00	14	\$800.00		\$800.00	\$912.00	\$688.00
15	\$2,250.00		\$2,250.00	\$2,565.00	\$1,935.00	15	\$700.00		\$700.00	\$798.00	\$602.00
16	\$2,000.00		\$2,000.00	\$2,280.00	\$1,720.00	16	\$675.00		\$675.00	\$769.50	\$580.50
17	\$1,950.00		\$1,950.00	\$2,223.00	\$1,677.00	17	\$650.00		\$650.00	\$741.00	\$559.00
18	\$1,900.00		\$1,900.00	\$2,166.00	\$1,634.00	18	\$625.00		\$625.00	\$712.50	\$537.50
19	\$1,850.00		\$1,850.00	\$2,109.00	\$1,591.00	19	\$600.00		\$600.00	\$684.00	\$516.00
20	\$1,800.00		\$1,800.00	\$2,052.00	\$1,548.00	20	\$575.00		\$575.00	\$655.50	\$494.50
21	\$1,750.00		\$1,750.00	\$1,995.00	\$1,505.00	21	\$550.00		\$550.00	\$627.00	\$473.00
22	\$1,700.00		\$1,700.00	\$1,938.00	\$1,462.00	22	\$500.00		\$500.00	\$570.00	\$430.00
23	\$1,650.00		\$1,650.00	\$1,881.00	\$1,419.00	23	\$475.00		\$475.00	\$541.50	\$408.50
24	\$1,600.00		\$1,600.00	\$1,824.00	\$1,376.00	24	\$450.00		\$450.00	\$513.00	\$387.00
25	\$1,550.00		\$1,550.00	\$1,767.00	\$1,333.00	25	\$425.00		\$425.00	\$484.50	\$365.50
26	\$1,500.00		\$1,500.00	\$1,710.00	\$1,290.00	26	\$400.00		\$400.00	\$456.00	\$344.00
27	\$1,450.00		\$1,450.00	\$1,653.00	\$1,247.00	27	\$375.00		\$375.00	\$427.50	\$322.50
28	\$1,400.00		\$1,400.00	\$1,596.00	\$1,204.00	28	\$350.00		\$350.00	\$399.00	\$301.00
29	\$1,350.00		\$1,350.00	\$1,539.00	\$1,161.00	29	\$325.00		\$325.00	\$370.50	\$279.50
30	\$1,300.00		\$1,300.00	\$1,482.00	\$1,118.00	30	\$300.00		\$300.00	\$342.00	\$258.00
31	\$500.00		\$500.00	\$570.00	\$430.00	31	\$150.00		\$150.00	\$171.00	\$129.00
32	\$500.00		\$500.00	\$570.00	\$430.00	32	\$150.00		\$150.00	\$171.00	\$129.00
33	\$500.00		\$500.00	\$570.00	\$430.00	33	\$150.00		\$150.00	\$171.00	\$129.00
34	\$500.00		\$500.00	\$570.00	\$430.00	34	\$150.00		\$150.00	\$171.00	\$129.00
35	\$500.00		\$500.00	\$570.00	\$430.00	35	\$150.00		\$150.00	\$171.00	\$129.00
36	\$500.00		\$500.00	\$570.00	\$430.00	36	\$150.00		\$150.00	\$171.00	\$129.00
37	\$500.00		\$500.00	\$570.00	\$430.00	37	\$150.00		\$150.00	\$171.00	\$129.00
38	\$500.00		\$500.00	\$570.00	\$430.00	38	\$150.00		\$150.00	\$171.00	\$129.00
39	\$500.00		\$500.00	\$570.00	\$430.00	39	\$150.00		\$150.00	\$171.00	\$129.00
40	\$500.00		\$500.00	\$570.00	\$430.00	40	\$150.00		\$150.00	\$171.00	\$129.00
41	\$500.00		\$500.00	\$570.00	\$430.00	41	\$150.00		\$150.00	\$171.00	\$129.00
42	\$500.00		\$500.00	\$570.00	\$430.00	42	\$150.00		\$150.00	\$171.00	\$129.00
43	\$500.00		\$500.00	\$570.00	\$430.00	43	\$150.00		\$150.00	\$171.00	\$129.00
44	\$500.00		\$500.00	\$570.00	\$430.00	44	\$150.00		\$150.00	\$171.00	\$129.00
45	\$500.00		\$500.00	\$570.00	\$430.00	45	\$150.00		\$150.00	\$171.00	\$129.00
46	\$500.00		\$500.00	\$570.00	\$430.00	46	\$150.00		\$150.00	\$171.00	\$129.00
47	\$500.00		\$500.00	\$570.00	\$430.00	47	\$150.00		\$150.00	\$171.00	\$129.00
48	\$500.00		\$500.00	\$570.00	\$430.00	48	\$150.00		\$150.00	\$171.00	\$129.00
49	\$500.00		\$500.00	\$570.00	\$430.00	49	\$150.00		\$150.00	\$171.00	\$129.00
50	\$500.00		\$500.00	\$570.00	\$430.00	50	\$150.00		\$150.00	\$171.00	\$129.00
Big Bass	\$3,000.00		\$3,000.00	\$3,000.00	\$3,000.00	Big Bass	\$900.00		\$900.00	\$900.00	\$900.00
Big Bass overall	\$1,000.00		\$1,000.00	\$1,000.00	\$1,000.00						
Total	\$193,500.00		\$193,500.00	\$220,030.00	\$166,970.00		\$39,325.00		\$71,325.00	\$76,704.50	\$65,945.50