

For Immediate Release

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ARDENT ANNOUNCES NEW SPONSORSHIP OF THE ARMY BASS ANGLERS

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Ardent, an American-owned manufacturer of fishing reels and accessories made exclusively in the U.S.A., is proud to announce the company's multi-year sponsorship of the Army Bass Anglers. "Since Ardent was founded in 2003 the company has been committed to creating manufacturing jobs in the U.S.A.," said Michael J. Brooks, President and C.E.O. of Ardent. "We are honored to support the men and women of Army Bass Anglers* who defend the freedoms enjoyed by our employees, the customers who purchase our products, and every other American citizen."

As part of Ardent's sponsorship of Army Bass Anglers, the company will provide team members with premium Ardent baitcasting and spinning reels and other quality Ardent accessories, all Made in the U.S.A. Ardent's long term commitment to the group also includes a reel rebate program for active U.S. servicemen and women.

"Joining forces with Ardent has been exciting, not only because of the superior quality of products like Ardent's XS 1000 baitcasting reel, but also because Ardent's products are Made in the U.S.A. by the very people we have sworn to defend and to serve," said Major Cody Roberson, the Army Bass Anglers' team leader.

By competing in bass tournaments, Army Bass Anglers are able to support programs like Take a Soldier Fishing, Return Heroes Home, and Fishing for Freedom, while also increasing public awareness of their mission to honor and to aid those who have served their country. During the off-season, Army Bass Angler volunteers raise funds and solicit products in further support of Fishing for Freedom tournaments.

In recognition of their work on behalf of servicemen and women, B.A.S.S./ESPN recently selected the Army Bass Anglers and their boats to serve as honorary launch boats at the 2009 Bassmasters Classic.

"Ardent is the only American-owned manufacturer of casting and spinning reels that are exclusively made in the U.S.A., and the only fishing reel manufacturer supporting Army Bass Anglers and military men and women who fish," said Roberson.

"Launching the world's top bass fishing professionals during each day of the 2009 Bassmasters Classic will be a tremendous honor," Roberson said. "Army Bass Anglers are excited to attend the Classic as members of an Ardent team that includes legends of the sport such as Alton Jones, the 2008 Bassmasters Classic champion, who won last year's Classic while fishing exclusively with Ardent's XS1000 and XS600 baitcasting reels. Meeting Alton and knowing that both he and Army Bass Anglers are sponsored by the same great company will truly be a dream come true!"

Ardent manufactures superior-quality, high-performance fishing reels and accessories that are Made in the U.S.A. For more information, visit Ardent's website at www.ardentoutdoors.com.

*For more information on the Army Bass Anglers, or to learn more about the Ardent program, visit www.armybassanglers.com.