

FOR IMMEDIATE RELEASE

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2008 San Mateo International Sportsmen's Exposition

Date: January 10-13, 2008

Hours: Thursday and Friday, Noon to 8:00 pm
Saturday, 10:00 am to 7:00 pm
Sunday, 10:00 am to 5:00 pm

Location: San Mateo County Event Center, 2495 S. Delaware, San Mateo, CA 94403

Admission: \$12; Youth 12 and under are admitted FREE; Tickets online at SanMateo.SportsExpos.com
or at the gate

Coupons: Long's Drug stores, Kragen Auto Parts, Togo's, and at SanMateo.SportsExpos.com

More Info: SanMateo.SportsExpos.com

SHOW HIGHLIGHTS AND FEATURES

- **New:** Premiere of videographer Mike Wier's "Soulfish" film, plus best of "Fish Eye" Videos Vol. 1-3
- **New:** "Plight of our Waters" expert panel, hosted by Mike Aughney of USAFishing.com, with panels from Coastside Fishing Club, Pure Fishing, Water4Fish, The Fish Sniffer, and the California Sportfishing Protection Alliance
- **New:** Fishing licenses for sale and expert information at the California Department of Fish & Game pavilion
- **New:** Expanded Youth Outdoor Sports Fair, opening Friday at 3pm, presented by Western Outdoor News, including new, hands-on and entertaining activities from the California Department of Fish & Game
- **New:** World Taxidermy Display
- "Lowrance Learning Center" with daily GPS and Fish-Finder clinics
- Survival 101 tips and stories by survival authority and author Greg Davenport
- Hourly, expert-led seminars at the Sportfishing and Eastmans' Journals Adventure theaters
- Seminars by California's top pro bass anglers at the Ultimate Bass Demonstration Tank, hosted by radio personality and bass-fishing professional Kent Brown
- Fly-tying and fly-casting demonstrations and instruction at the Fly-Tying Video Theater and Fly-Casting ponds
- SUV Test Drive Track, sponsored by Toyota

COMPETITIONS—ENTER, OR JUST WATCH

- **Best of the West** Distance Fly-Casting Competition; \$2,000 in cash prizes
- Splash Dogs jumping contest now includes a **Best of the West** Championship Series; \$1,000 in prize money
- "California Outdoor Hall of Fame" annual awards presentation (Saturday), hosted by author Tom Stienstra

BAY AREA'S ONLY OUTDOOR AND TRAVEL EVENT

The San Mateo International Sportsmen's Exposition (ISE) will feature nearly 400 exhibitors when it visits the San Mateo County Event Center January 10-13, Thursday through Sunday. The 32nd annual ISE, the only fishing, hunting and outdoor-travel event in the Bay area, will span three buildings plus outdoor spaces with products and services for anglers, hunters, boaters and offroaders. Hundreds of lodges, guides and outfitting experts will be available to answer questions and book vacations to nearby destinations, Alaska, Canada or around the world. Wildlife art and lifestyle furnishings are also showcased. More than a dozen outdoor clubs will offer newcomers and experts alike with local knowledge about a wide variety of outdoor activities. Hands-on features for the entire family make this a once-a-year, too-big-to-miss event. # # #