

13 episodes of FISH THIS™ to debut on OLN April 30

Barry Pringle's latest fishing show sets the standard for angling excitement!

April 28, 2011 – ST. CATHARINES, ONTARIO – Fishing enthusiasts across Canada will soon be glued to their TV sets every Saturday morning, as a new sport fishing show is set to air on the **Outdoor Life Network (OLN)**.

Fish This™ with Barry Pringle will air **Saturdays from 9:30am to 10:00am** for a full 13-episode series beginning **April 30**. Hosted by energetic and passionate competition pro angler Barry Pringle, *Fish This™* is a fun, entertaining and educational show that connects recreational anglers with experiences they can relate and aspire to.

Fish This™ marks Barry's third and most ambitious fishing show. His captivating persona and genuine kid-like enthusiasm for the sport has earned him recognition as "Bob Izumi meets Steve Irwin."

The show is presented in a way that mirrors Barry's infectious personality, says director Michal Pasco. "It's truly 'Fishing 2.0'. We merge visually stunning cinematography with action-packed, fast-paced footage to create a unique viewing experience."

"*Fish This* takes the conventional fishing show to the next level," says executive producer Luc Courtois. "Not only from a technical point of view using multiple HD cameras, but also from an experiential perspective. Barry is more than a regular fishing pro, he is a story-teller at heart. That's why *Fish This* sets the standard for fishing shows in today's reality-driven programming space."

Barry not only shares innovative fishing techniques perfected over nearly three decades of pro fishing, he also welcomes some of the finest chefs around to showcase great ideas for cooking fresh fish.

Season 1 action follows Barry as he tackles his favourite fishing destinations all over southern Ontario, and plans are underway to bring to the show across the country in season 2 and beyond. Producers hope that strong viewership numbers and traffic to the show's web site www.fishthis.ca will continue to grab the attention of advertisers and sponsors.

- 30 -

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