

FISH THE SURF

With Lee Samson
July 2009

*“...ranks among the very
best DVDs I’ve seen on
fishing...”*

-Bill Burton



Hi Folks!

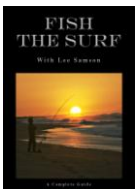
We send along our best wishes and hopes that you're having a good season. In our travels we've discovered among all of you a lot of the same concerns – for fishing, for the economy, for the movement of bait fishes and for tourists and sportsmen. So...

WHAT'S THE STORY ON THE STATEMENT YOU RECEIVED?

It has come to our attention that some of our Consignment Vendors received a regular invoice statement for items delivered to their stores. If you are a Consignment Vendor, please know that we ask you to send a payment only when DVDs have been sold in your store; *not* upon delivery of product. We regret any inconvenience from this matter. Thank You!

But PLEASE let us know when you're down to 5 copies. We'll be glad to ship you more and you are welcome to keep them through the season and into the next. We hope to have a relationship with you for years to come.

As we told you when we first visited, the DVDs are on consignment; we know it's a tough economy; we recognize that it is a new product which is only becoming familiar, and we are happy to be present in your store!



“Your DVD looks like a real ‘bible’ for surf fishing!” -F.H., Essex, Maryland

NEW SALES INCENTIVE

Fish The Surf is going to boost your economy! For the remainder of 2009, all retailers will receive **2 free DVDs** with a 10 DVD payment and reorder. So, each time you pay and restock 10 DVDs, we'll ship you 12! That's 2 extra DVD's for you to sell, donate, or use to promote your store! **To order, call us toll-free at 866-500-8088.**

LET FISH THE SURF PROMOTE YOU!

Our web site gets thousands of visitors each month, and our *FishStories* Bulletin Boards are an opportunity for *you* to talk about yourselves, your business or services, and local fishing conditions. Travelers want to know about 'The Locals', and most anglers are curious about new ideas for vacation spots, as well as fishing info.

To post messages about your area, your attractions or your business, visit www.fishthesurf.net/fishstories and register as a member. Its fast, free, and easy!

Also, if have a website, send us your URL (i.e., www.yourdomain.com) and we'll include you on our "Links" page. Please email to Sales@FishTheSurf.net.

If you don't have a website, you probably do have a story to share. Do you know a local craftsperson who makes lures or rigs? Has someone made an unusual catch? Has someone new to fishing made their first great catch? Post it on our message board at. If you can't, just call us at 410-804-5037. We'll write the story and post it for you. Pictures are welcome too!

GROWING FISH THE SURF TO INCREASE SALES IN YOUR STORE

We're traveling to new markets, including State and National Parks, and we'll continue around the rest of the United States. You are a business person; you know that without a huge budget for marketing, getting people to recognize the value of what you offer takes time.

Last season we were in 75 stores in MD, NC and DE. As of today, we are in over 300 stores from San Fernandina, Florida to Boothbay Harbor, Maine. We'd like to thank all of our retailers for their business, and we'd like to welcome our new retailers to our exciting product.

Lee is speaking to Anglers groups and associations, appearing as a guest on Radio talk shows, presenting seminars at Fishing and Boating Expos and writing articles for publication. We have standing offers to televise the program and will do so when that becomes possible.

A REMINDER

While we continue to do what we can to build product awareness, *you* have contact with hundreds, perhaps thousands of people. It is *your* opinions and comments which your customers will trust. If you respect the quality of our DVD, please tell them so!

And if you haven't watched 5 minutes of Fish The Surf, in all fairness, please do so. Five minutes will tell you what you need to know about the value of this film. If you need additional posters or postcards to catch your customers' attention, just let us know.

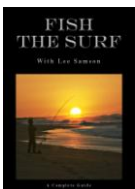
We continue to seek reviews by Sportfishing magazines and Outdoors writers. But again, these writers and publications will trust your opinions and experience more than ours. Thanks, and have a great season!



Lee Samson Shapira

FISH THE SURF

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FISH THE SURF with Lee Samson

A Complete Guide to Shore Fishing
www.FishTheSurf.net

"...the most complete and understandable approach to this difficult subject I've seen" -Lefty Kreh