

FOR IMMEDIATE RELEASE:

Anglers Insight Marketing® Announced Expanded Entries for Bay Mills Invitational Walleye Tournament.

AIM® announced today that it is expanding the remaining entry positions to now include Pro Anglers across all of North America.

Plymouth, WI – May 10, 2011

The 2011 **AIM Bay Mills Invitational Walleye Tournament** has been scheduled for June 2 - 4. The host location and major sponsor is the Bay Mills Resort & Casino in Brimley, Michigan.

The initial registrations reserved for **AIM** Pro Anglers who competed in the 2010 season has been honored and **AIM** is pleased to open registrations to all Pro Anglers from the United States and Canada to fish in this world class "artificial only" walleye event. Therefore, the remaining entry positions will be made available on a first come, first served basis until the 50-boat field is filled. The final Pro Angler entry deadline is May 25, 2011.

Leading the roster of anglers will be the 2010 **AIM JJ Keller Fishing Team** Angler of the Year, Robert Blosser. Results from the Invitational will also be used in the calculations of the 2011 **AIM JJ Keller Fishing Team** Angler of the Year. Participation in the Bay Mills Invitational will also serve as a qualifying entry to compete in the **AIM International Walleye Championship™** in Akaska, SD in September.

The **AIM Bay Mills Invitational Walleye Tournament** is a special event due to the sponsorship of the Bay Mills Resort & Casino. "Bay Mills Resort & Casinos welcomes the opportunity to introduce this premiere AIM tournament to professional fisherman across the US and Canada. The chance for people to experience the excellent fishing in Lake Superior will certainly bring a great appreciation of this region of Michigan and Ontario to pros and vacationing fishermen alike," said Rod Jones General Manager of Bay Mills Resort & Casinos.

Like all the **AIM Pro Walleye Series** tournaments, the **AIM Bay Mills Invitational Walleye Tournament** will feature the exclusive **AIM Catch-Record-Release** format. "CRR" requires each Pro Angler to measure and photograph their catch. Each walleye is immediately returned to the water where it was caught. At the end of each day, the Pro Angler selects the seven longest fish. The lengths are converted to pounds and ounces using a standardized formula. With **CRR**, the Pro Anglers can fish until the last moment of each day and can never be penalized for dead fish.

Bay Mills Resort & Casino welcomes the **AIM** Pro Anglers and Co-anglers to the Brimley area. The Pro Anglers will compete for the most lucrative purse in the 2011 **AIM Pro Walleye Series** tournament season. Bay Mills Resort & Casino has pledged an additional \$50,000 to the purse.

The first place prize is valued at \$40,000. The payouts will extend to the full Day three cut, that is the top 50% of the field. In addition to these payouts, EACH angler will also receive \$300 at the pre-tournament registration as a "Thank You" from Bay Mills Resort & Casino. Based on a 50-boat field, the total payouts will equal \$125,000, or a payout of 167% of the Pro Angler entry fees.

Further information about **AIM** as well as up-to-the-minute updates about tournaments can be found at the **AIM** web site: www.aimfishing.com. To learn more about all the amenities available at the Bay Mills Resort and Casino, go to www.4BayMills.com.

Anglers Insight Marketing, LLC™ (**AIM**) is a unique tournament organization which is owned by stockholders, the majority of which are Professional walleye anglers. **AIM** Professionals are among the "All Stars" of professional fishing, with cumulative HUNDREDS of years of tournament experience, including countless tournament victories, series championships, and Angler of the Year titles. This insight and knowledge is now being employed to provide the finest tournament

experience for the participants, and the maximum exposure for the host tournament sites and corporate partners.

#

Anglers Insight Marketing, LLC

PO Box 110

Plymouth, WI 53073

Office: 920-526-3399

Randy Reek, Marketing Director

rreek@aimfishing.com

Additional AIM Marketing Partners:

Bay Mills Resort & Casino, Lund Boat Company, Mercury Marine, MotorGuide, Yamaha Marine, Crestliner Boats, JJ Keller Fishing Team, The Reel Shot, Navionics, Luck E Strike Lures, Oahe Wings & Walleyes, Hatcams, National Fleet Graphics, Worldwide Marine Insurance, Pier of d'Nort piers, Reef Runner Lures, The Judge Tournament Ruler, Rite in the Rain Paper, G2 Angling, Come By Chance Resort, Matthew 419 Guide Service.