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MEDIA RELEASE

FOR IMMEDIATE RELEASE

AUSTRALIA'S BIGGEST, TRULY NATIONAL FISHING COMPETITION IS ON AGAIN SUNDAY, 10 APRIL, 2011

Once again Pirtek are hosting Australia's biggest national fishing competition and it is open to everyone in each State and Territory across the country.

The aim of the Fishing Challenge is to raise funds and awareness for the Prostate Cancer Foundation of Australia. Stephen Dutton, General Manager of Pirtek Fluid Systems Pty Ltd, commented, "This will be the third year for the Challenge and it's growing stronger every year. We are excited to again be hosting this event and supporting the Prostate Cancer Foundation of Australia.

"2011 sees the Challenge increase to \$140,000 in cash and prizes and Pirtek urge all fishos young and old to become involved. Fight a fish to fight prostate cancer on April 10 and have a great day out with your family and friends. Myself and everyone at Pirtek wish all competitors the best of luck."

\$20 TO ENTER

Every \$20 entry fee goes directly to the Prostate Cancer Foundation of Australia. Once again we will be sending out a limited edition cap and brag mat to each competitor. For the first time competitors are able to purchase long sleeve sublimated fishing shirts to continue their support. To register for the competition simply log on to www.pirtekfishingchallenge.com.au.

JUST FOR ENTERING

Every competitor will go into the draw to win one of three great prizes.

1. The Ultimate Fishing Rig. A 4.8m Polycraft Brumby with 75hp Evinrude E-tec, Oceanic Trailer, Hydrive steering, \$2000 Berkley tackle, Lowrance electronics and XFactor Signs wrap. Value: \$34,600 RRP.
2. Fish The Challenge With ET and Guesty on Lake Macquarie, including airfares and accommodation.
3. \$1000 spending spree at BCF.

MAJOR SUPPORT FROM EVINRUDE, LOWRANCE AND BERKLEY CONTINUES

In this tough economic climate we are delighted to yet again have the support of associate sponsors Evinrude, Lowrance and Berkley, names synonymous with the highest quality boating, fishing and marine electronics equipment.

POLYCRAFT, ROMAN CAMPING AND JVC JOIN THE CHALLENGE

Each year the Challenge is gaining momentum. We are pleased to announce Polycraft, Roman Camping and JVC as major sponsors of the 2011 competition. Polycraft have provided a fantastic 4.8m Brumby, Roman Camping with great outdoor products and JVC looking after the juniors with underwater cameras.

PIRTEK EXCITED TO WELCOME BCF, OCEANIC TRAILERS, HYDRIVE, XFACTOR SIGNS

Thanks to BCF one lucky fisho will win a \$1000 spending spree. Oceanic have supplied a great trailer package to suit the Polycraft and Hydrive hydraulic steering will keep the Brumby on the straight and narrow. XFactor Signs have wrapped the prize boat to ensure it's the best looking rig on the water.



MURRAY DARLING BASIN CATEGORY

This new section of the Challenge is designed to get all of our western anglers fishing. The Murray Darling Basin is a huge area stretching from southern Queensland through New South Wales, Victoria to South Australia. There will be two target species.

The competition will be held on Sunday, 10 April, 2011 between the hours of 6.00 am and 6.00 pm. Each State's target species will be revealed after 6.00 pm on Saturday, 9 April, 2011 via the website www.pirtekfishingchallenge.com.au.

All competitors need to do is catch their State's target species, photograph the fish on the Pirtek brag mat along with their registered angler number and send the photo into www.pirtekfishingchallenge.com.au. The idea is to catch, measure, photograph and let your fish go.

Every State and Territory will win BIG CASH and terrific prizes. Each winning target species is worth \$4000 cash with great prize packs for second, third, fourth and junior first and second.

Pirtek Brand Champion, Michael Guest, commented "Together with my wife Lisa we have been working each year to improve and build the Challenge with the prize pool reaching an amazing \$140,000 this year. I think we are on the right track.

"I'd love to see even more families and juniors involved in this year's Challenge and look forward to catching you on the water Sunday, April 10. Tight lines and fight a fish to fight prostate cancer."

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For more information contact:

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