

FOR IMMEDIATE RELEASE

Michigan Out-Of-Doors Television and Lance Valentine's Walleye 101 Fishing Education Center announce partnership.

Lansing, MI: Michigan Out-of-Doors Television, a long running staple on PBS, announces a partnership with Flint, Michigan based "Fishing Education Center", operated by Lance Valentine and his popular "Lance Valentine's Walleye 101". Plans are to include a "Fishing Education Center Tip of the Week" on most MOOD TV shows beginning in February 2010.

"Having worked with Lance in the past we knew his passion for teaching people how to catch more fish, and thought it was a perfect fit for our audiences", stated new MOOD TV owner Jimmy Gretzinger. "Lance's knowledge, along with the other anglers and companies involved with the Fishing Education Center, will be able to supply information on all aspects of fishing that will help all of our angling viewers."

Valentine is excited about the opportunity to reach more anglers through MOOD TV viewership. "Michigan Out-of-Doors is one of the best shows on television focusing on educating anglers. Having a weekly show lets us concentrate on what is hot right now be it a location, technique, or tip. Having the opportunity to work with Jimmy and get good, timely fishing information to his viewers is an honor for us and we are looking forward to becoming part of the MOOD TV family."

Michigan Out-of-Door TV airs several times a week on PBS stations throughout Michigan and the upper Midwest.

For more information, please contact Lance Valentine at walleye101@gmail.com or Jimmy Gretzinger at jimmy@michiganoutofdoorstv.com.