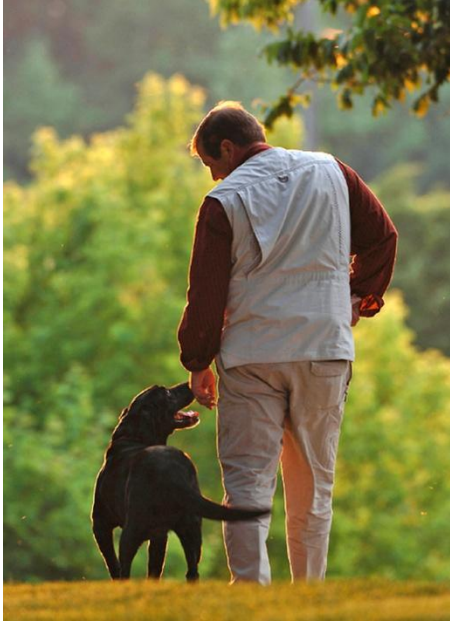


Ron Schara Inducted Into Fishing Hall of Fame

Prestigious award given to Mr. "Minnesota Bound"



June 13, 2007 – Fireworks in the fishing world will be exploding ted days after the Fourth of July. On July 14, 2007, Ron Schara will be inducted into the National Freshwater Fishing Hall of Fame in Hayward, Wis.

Schara, considered by many to be Minnesota's ultimate outdoor personality, qualified for the prestigious honor through his work in television, radio and print media. But, it's his outgoing personality that sets him apart.

"One thing that stands out about Ron Schara is his endless energy on behalf of sport fishermen," said Bill Gautsche, Chairman of the Freshwater Fishing Hall of Fame Award Committee.

"Ron Schara is an outstanding spokesman who always works to promote the sport at the highest level, yet remains very down to earth and personable," Gautsche said. "He is a friend to many, many people in the fishing world."

Schara, known for his way with words and soft-spoken delivery, said the award carries extra meaning because it highlights a pastime he loves so dearly. "To be in the company of so many anglers I admire is flattering," Schara said. "I'm honored because this is quite a catch."

Schara catches fish and fans on several regional and national television shows. He is the host and executive producer of "Minnesota Bound" on the NBC-affiliate in Minneapolis, as well as "Backroads with Ron and Raven" and "Pheasants Forever" on Versus. Schara hosts two outdoor programs on WCCO radio and has written for the Minneapolis Star Tribune for more than 30 years. His classic closing line underscores his mission: Introduce a kid to the great outdoors."

For past and present pictures of Ron Schara and his lovable lab, Raven, visit www.mnbound.com.