



RON SCHARA PRODUCTIONS AND JOE BUCHER TELEVISION AGREE TO SALES & MARKETING ALLIANCE

(Minneapolis, MN) Ron Schara Productions, a local award winning production company, and Joe Bucher Television have agreed to join forces in the sales and marketing of the regional television show, *Fishing with Joe Bucher*.

On the air for 21 seasons, *Fishing with Joe Bucher* is one of the strongest fishing shows in the upper Midwest. "It's an honor to work with a legend like Joe Bucher." Said RSP President, Mitch Petrie. "*Fishing with Joe Bucher* fits into our strategy to expand our presence in the sport fishing vertical market." Said Petrie.

RSP fishing programming includes outdoor-variety productions *Minnesota Bound* on NBC/KARE11, *Due North Outdoors* on FSN North/Wisconsin and the critically acclaimed *Legends of Rod & Reel* which airs Jan-Jun 2009 on the Outdoor Channel.

"I'm thrilled to join forces with Ron Schara and his team." Says Joe Bucher. "Both of our companies share a passion for producing high-quality television. Combining our resources will allow us to continue to create programming our viewers enjoy while delivering value for our sponsors," Continued Bucher.

About Ron Schara Productions

Ron Schara Productions, an Emmy-award winning television production company, has been the leader in outdoor variety programming for over 15 years. Their programs air on major television networks, including NBC/KARE11, ESPN2, Versus Network, The History Channel, The Outdoor Channel, and Fox Sports Net. For more information about ceded by Ron Schara Productions please visit www.ronscharaproductions.com or call Kelly Jo McDonnell at #952-545-9471 X200 or email Kelly@mnbound.com

About Joe Bucher Television

Fishing With Joe Bucher has become a household favorite with anglers all across the Great Lakes Region, and many other parts of North America. Entering its 19th year of production, the show continues to produce award winning outdoor videography in addition to being hosted by National Freshwater Hall Of Fame Legendary Angler Joe Bucher. Fishing public waters all across North America, Joe Bucher and his crew continue to be pioneers in authentic underwater videography featuring multi-camera shoots that capture the fish battle from multiple angles as it happens – live! For more information visit www.joebucher.com.