



Star brite Sponsors Top 3 Fishing Shows!

Star brite, one of the world's leading manufacturers of marine maintenance and care items, including the industry's #1 fuel additive, Star Tron Enzyme Fuel Treatment, is proud to announce its sponsorship of three of the nation's top fishing shows for 2014. Star brite will return as a major sponsor for George Poveromo's *World of Saltwater Fishing*, on NBC Sports and for Blair Wiggins' *Addictive Fishing* on Fox Sports. Star Tron will also be a major sponsor of the *Scott Martin Challenge* program, hosted by world-famous bass angler Scott Martin and seen on seven networks across the US and Canada; NBC Sports, Destination America (Discovery Channel), Pursuit, WFN, Comcast Chicago, Texas Channel and AMG TV. Martin's program deals primarily with freshwater fishing, but will also feature several saltwater episodes in 2014, giving it wide appeal to all anglers.

All programs will feature on-camera product demonstrations as well as a number of 30-second commercials for Star brite products, to include Star Tron. The programs will also promote the full line of Star brite products. Additionally, Star brite will "host" Poveromo and Wiggins aboard *Star brite*, a 61' Viking sportfish during the taping of an episode of their shows which will run during the 2014 season. Star brite will also again participate as a major sponsor of George Poveromo's Saltwater Fishing Seminar Series with 8 stops along the US East Coast during the first few months of 2014.



Star brite Executive Vice President Gregor Dornau said, “We are very excited to be renewing our involvement in these two programs that provide an excellent showcase for our products out on the water. Our new relationship with Scott Martin will allow us to reach even more consumers as we continue to increase brand awareness and drive sales of Star brite products among the huge freshwater market.”

For more information on Star brite and Star Trap products, visit the Facebook page at www.starbrite.com



