

**PRESS
RELEASE**



Nature Vision, Inc.

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[Nature Vision and In-Fisherman join forces to build exclusive product line](#)

Brainerd, MN, June 7, 2006 – Nature Vision announced today its entry into several new product categories. Building on a longtime relationship with Central Minnesota neighbor In-Fisherman, the outdoor technology firm will offer In-Fisherman branded products that supplement the fishing enthusiast’s lifestyle.

The fishing product line includes a fish cleaning kit, which consists of a premium-grade fillet knife, carbide sharpener and special “Caring for the Catch” DVD. Also included in this special product line are In-Fisherman soft sided cooler bags. Imprinted with the spectacular artwork of renowned freshwater fish artist Larry Tople, the cooler bags promise to be popular among all anglers. In addition, inspirational posters, computer screen savers, and mouse pads will be offered to consumers as a means of incorporating their passion for fishing into their daily lives. Products will be available to mass merchants, mid-tier, and specialty retailers nationwide beginning late 2006.

During its 30-year history, In-Fisherman has enjoyed a standing as the most recognized and respected educational source for fishing enthusiasts. Steve Hoffman, publisher of In-Fisherman said: “The success of In-Fisherman has fostered a strong consumer base that trusts the name and associates it with unmatched expertise in the fishing industry. As the various retail initiatives suggest, there is significant opportunity to further elevate In-Fisherman’s relevance and value among customers, and within the sport of fishing.”

“Our products will allow the customer to bring some of the famous In-Fisherman artwork into their homes and offices as statements of their passion for the sport. In-Fisherman is a trusted name in fishing information and we will work hard to uphold that trust in our products,” said Jeff Zernov, CEO of Nature Vision. “Being one of the three founders of In-Fisherman, it's exciting to once again be aligned with this great organization and our products will live up to the high quality expectations that are associated with the name.”

Nature Vision, Inc., a publicly held corporation headquartered in Brainerd, Minnesota, created Aqua-Vu, the first self-contained underwater viewing system in 1997. Founded by President/CEO Jeff Zernov, Nature Vision continues to reinvent the outdoor experience.

Find In-Fisherman branded products online at www.NatureVisionInc.com .

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