

For Immediate Release – with photos & captions

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## **For less than \$10 you can have essential updated fishing information in the palm of your hand**

### ***FishMate*® app a great call for iPhone users/anglers around the world**

**BIRMINGHAM, Ala** -- If you're an angler with an iPhone, you'll want to take advantage of the latest advancements in technology for fishing, all for under \$10.

*FishMate*®, is the first iPhone application – or “app” in tech speak -- designed specifically to help anglers load the live well, packing an incredible array of data and information into one easy-to-use interface.

“When I was a kid growing up on Smith Lake in Alabama, I had to read the paper, listen to the radio and study an almanac to figure out the best time to go fishing,” laughs *FishMate*® creator **Sammy Lee**. “I never had one source of information that would provide everything I needed until now.”

Drawing on more than 30 years of experience as a professional tournament angler, a marine industry rep and a professional broadcaster, Sammy has put together what he terms “a killer app for fishermen everywhere.”

Lee reported after a trial period with bass pros who use iPhones and are typically on the leading edge of technology, they wholeheartedly endorsed the concept for their tour fishing.

“And the younger collegiate anglers, at universities who have started tournament fishing, are quickly buying the app for a competitive edge,” he added. “It’s a constant companion.”

Features and benefits; there’s lots of them on the numerous screens. Fire up *FishMate*®, and immediately you get the best “Fishin’ Times” for the day at your location – worldwide -- with times for moonrise and moonset, sunrise and sunset, plus the major and minor feeding periods.

Current moon phase? Of course!

A touch of the screen also takes you to current weather conditions, including temperature, humidity, barometric pressure, wind speed and direction. There’s also an extended forecast prepared for your current location or anywhere else you plan to wet a hook.

That might be plenty for some fishermen, but *FishMate*® gives you more. Another touch of the screen loads you up with tournament news, fishing tips and tackle information from the most informed sources in the industry, including the BASS Reporter’s Notebook and FLW Outdoors.

After you’ve used the information from your *FishMate*® to set up the perfect fishing pattern, you can touch the screen again while you’re waiting for a big strike and listen to podcasts of “*Tight Lines*® with Sammy Lee”, America’s longest-running syndicated radio fishing program. Another fun feature, the “Big’uns” page, allows lucky fishermen to post details of their catches, with photos, for other anglers to enjoy, utilizing social networking media like FaceBook.

“I’d buy it even if I hadn’t designed it,” says Sammy. “*FishMate*® really does give you all the information you need to plan a fishing trip anywhere in the world.”

*FishMate*®, priced at just a one time charge of \$7.99, can be purchased online at Apple’s iTunes Store in the Apps section. For more go to: [www.connectedllcapps.com](http://www.connectedllcapps.com)

*FishMate*® was designed by Connected LLC.

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