



Car-Freshner[®] Corporation

21205 Little Tree Drive • P.O. Box 719 • Watertown NY 13601-0719 • USA

Manufacturers of the world-famous "Little Trees" since 1952

1-800-545-5454
(315) 788-6250
Fax: (315) 788-7467
www.little-trees.com

News Release

Car-Freshner Navigates New Markets

WATERTOWN, NY – The "Little Trees" are navigating their way into new markets as sponsor of the 2006 seasons of two popular ESPN2 fishing shows and an endorsement from the host of the shows.

The world-famous "Little Tree" air fresheners will once again sponsor the "Tools of the Trade" segment of *Billfishing Xtreme Release League (BXRL)*, the only TV reality show dedicated to competitive offshore big game fishing. The Little Trees[®] will also sponsor *Big Game Fishing the World*.

Car-Freshner Corporation, manufacturer of the "Little Trees", has also signed an endorsement contract with Captain Norm Isaacs, the personable and charismatic host of the shows.

"We're very excited Norm has agreed to endorse our products," said Jill Swenson, Car-Freshner's marketing director. "We feel our high-quality air freshening products are a natural for the boating industry and Norm is the one who can get us there."

Capt. Isaacs will help promote the "Little Trees" and other Car-Freshner products through TV spots, personal appearances and on his TV shows. Isaacs makes dozens of personal appearances each year, including seminars, boat shows and fishing tournaments.

BXRL features six teams of fishermen catching fish from 50 to 1,000 pounds and competing for over \$600,000 in prize money. The "Tools of the Trade" segment recaps highlights of the show and details the equipment and techniques used during the action. This season's *BXRL* was filmed in several exotic locations – the Florida Keys, the U.S. Virgin Islands, the Dominican Republic, Antigua and Barbuda, and Venezuela.

Big Game Fishing The World features an in-depth look at big game fishing hot spots across the globe, including the South Pacific, Central America, South America, Australia and the Caribbean. Captain Isaacs and special guests show the best ways to catch the biggest fish in each of the locales.

Big Game Fishing the World airs on Sundays at 7 a.m. *Billfishing Xtreme Release League* will air at 10 a.m. Sundays starting February 19. Both shows air on ESPN2. Times are EST.

For more information on Car-Freshner or any of its products, please call 1-800-545-5454 or visit www.little-trees.com. For updates on "Little Trees" Racing, visit www.littletreesracing.com. For more information on *BXRL*, visit www.billfishingxtreme.com. For information on *Big Game Fishing the World*, visit www.biggamefishingtheworld.com.