

Land O'Lakes Dairy Products Catches Nation's Top Fishing Sponsorship

GILBERTSVILLE, KY — Land O'Lakes, the Minnesota-based national leader in the production of quality dairy products, has signed on as the newest sponsor of the Wal-Mart FLW Tour, the world's most lucrative competitive bass fishing tournament series.

Land O'Lakes, known for their butter and cheeses, has become the official dairy products of the 1998 Wal-Mart FLW Tour. The professional fishing series, now in its third year, has

elevated competitive fishing to the level of awareness of other professional sports with innovative, nationally televised events in which anglers are awarded millions in cash prizes.

Land O'Lakes joins with several of America's top corporations in supporting the lucrative Wal-Mart FLW Tour, that will award \$3.65 million during the seven-event series in 1998.

Land O'Lakes will also sponsor the innovative television series called the Wal-Mart FLW

Tour during 1998 which will air on ESPN 2.

"Land O'Lakes partnership with the Wal-Mart FLW Tour marks the first time in history that a firm representing the dairy products industry has recognized the potential of the massive fishing market as a viable arena in which to market their products," said Wal-Mart FLW Tour Chairman, Irwin L. Jacobs.

The Wal-Mart FLW Tour has assembled the strongest sponsorship team in the history of

sport fishing and believes that, for the first time, the awareness of fishing as an organized sport will be elevated to headline levels, due to the national promotional and cross-marketing opportunities that now exist between the leading companies.

"The Wal-Mart FLW Tour is elevating a sport that has over 50 million participants that spend in excess of \$40 billion per year," said Jacobs. "We are developing a clean, wholesome sport, that promotes great family values for our youth."

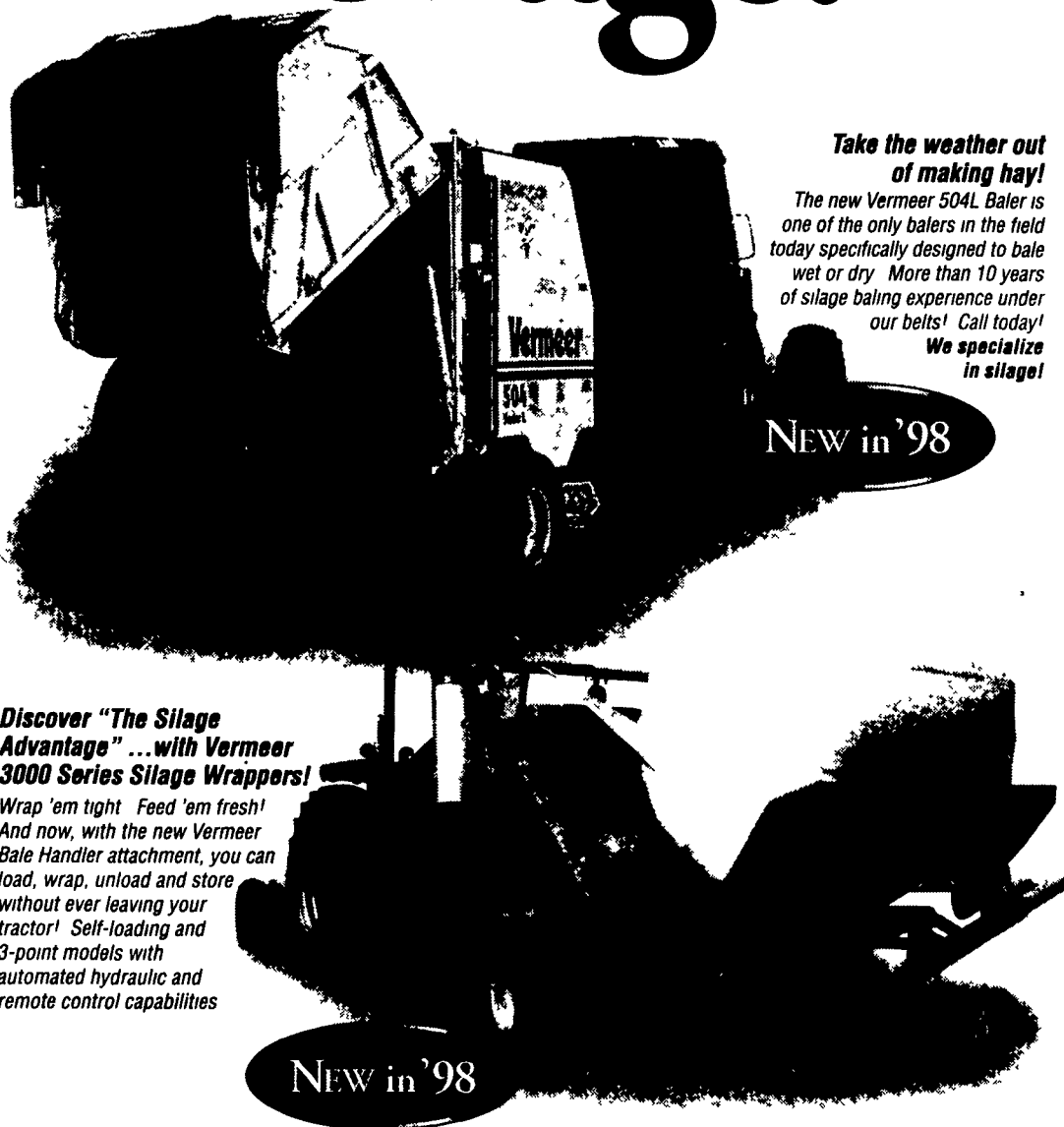
"Land O'Lakes is proud to be part of the Wal-Mart FLW Tour! We believe the contestants, family and friends of those involved with the Wal-Mart FLW Tour share many of the same values, lifestyles and attitudes of which Land O'Lakes products have come to be known over the years," said Lynn Girouard, Land O'Lakes, Vice President, Consumers Division. "In addition, we are excited about the opportunity to communicate with these consumers as part of our ongoing and comprehensive efforts to develop relationships with people who value high quality products!"

The Wal-Mart FLW Tour, beginning its third year, has taken the leadership position in the sport of competitive fishing by offering cash prizes and worldwide visibility of historical proportions. The 1998 tour will feature fishing history's first \$250,000 first place cash prize in the Wal-Mart FLW Tour Championship, presented by CITGO, September 16-19, in Moline, Illinois; the \$600,000 Wal-Mart Open, with a \$150,000 first place; and four, \$400,000 qualifying events, each with a \$100,000 first place cash prize.

The highest of the 1998 Wal-Mart FLW Tour is the \$1 million Forrest Wood Open—the world's richest fishing event.

Corporate partners joining Land O'Lakes in supporting the world's richest fishing series are: Wal-Mart, Coca-Cola, CITGO Petroleum Products, Chevy Trucks, Uniroyal Fujifilm, EverStart Batteries, Northwest Airlines, Ranger Boats, Mitchell Rods and Reels, Spiderwire, Evinrude Outboard Motors, Evinrude Electric Trolling Motors, Igloo Products, Eagle Electronics, American Camper, and Wheaties.

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