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THE BIG GREEN EGG HEATS UP SPORT OF BASS FISHING WITH SPONSORSHIP OF ELITE PRO ANGLER TEAM

Top 50 Bassmaster and FLW Angler J. Todd Tucker Captains “Team EGGlites”

Atlanta, Ga. (February 18, 2010) – America’s iconic outdoor cooker expands its brand in a sport synonymous with the great outdoors – Bass Fishing. The Big Green Egg dipped its toe in the water last season with a sponsorship of pro BASS angler J. Todd Tucker and is expanding its presence in 2010 with the introduction of the *Tucker Team EGGlites*.

Comprised of four professional Bassmaster and FLW elite anglers – Team Captain J. Todd Tucker, Bradley Hallman, Chris Lane and Bobby Lane – the EGGlites will promote the brand through apparel, truck and boat decals and personal appearances at Big Green Egg dealerships nationwide to help educate barbecue aficionados on the benefits of the EGG. The team also will share fishing tips and Big Green Egg grilling secrets at Bass Elite Series events this season.

“Our partnership with J. Todd really exceeded our expectations last year, and nothing could please us more than to welcome the members of *Tucker Team EGGlites* to the Big Green Egg family. The EGGlites are already off to a great start, and we look forward to following Chris , Bobby and Bradley through an exciting tournament season,” says Jodi Burson, marketing manager, Big Green Egg.

The EGGlites are already smoking with a one-two finish at the season-opening BASS Open event on Lake Okeechobee, Fla. Chris Lane won the event, with brother, Bobby, placing second. Just two weeks later, Team captain J Todd Tucker finished fourth in the FLW Series on the same lake. Bobby Lane will be competing in the 2010 BASSmaster Classic, February 19-21 on Lay Lake, Birmingham, Ala.

“I’m proud to be a part of such a great group of Elite Anglers representing the elite outdoor cooker – The Big Green Egg. Great fishing and great grilling go hand in hand, and we’re out to prove it in 2010,” says J. Todd Tucker.

About The Big Green Egg

Founded in 1974, Big Green Egg® has come to symbolize outdoor cooking. The iconic EGG is modeled on a traditional Oriental ceramic cooking concept that has become one of the fastest growing segments of the U.S. barbecue industry. Originally constructed with clay, the EGG is now manufactured with space-age ceramics that make the cooker virtually indestructible under normal cooking circumstances. Headquartered in a suburb of Atlanta, The Big Green Egg is available in more than 20 countries worldwide.

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