

Frontiers International Partners with Fly Fisher First IMAX 3D film on fishing to premiere in 2006

Partnership to include exclusive destination adventure trips

Wexford, PA, September 8, 2005 – Frontiers International, a leading travel agency specializing in world-wide adventure travel since 1969, has announced a new marketing partnership with Fly Fisher LLC, the Connecticut-based company producing Fly Fisher, the first IMAX film on fishing. Frontiers will support all the ambitious project's travel, from planning to ticketing. In addition, Frontiers and Fly Fisher will be offering an exclusive slate of fly fishing and other outdoor adventures to the Fly Fisher audiences.

"We are eager to work with the Fly Fisher project team," said Mike Fitzgerald, Jr., President of Frontiers International. "Frontiers and Fly Fisher have a unique opportunity to combine Frontier's expedition expertise and targeted marketing with Fly Fisher's multiple media and vast audiences. It is our mutual goal to promote the film as well as the sport to as wide an audience as possible."

Stephen Samuels and Gene Quinn, Managing Directors of Fly Fisher LLC and executive producers of the film, issues this statement: "Frontiers is recognized as one of the top adventure travel companies in the world, offering the best fly fishing experiences. Frontiers will execute Fly Fisher's ambitious project travel needs expertly, and we look forward to Fly Fisher joining with Frontiers on a creative marketing campaign as well."

In addition, Frontiers and Fly Fisher have crafted a unique partnership to take advantage of the growing demand for angling adventures as part of the Fly Fisher project. Special fly fishing itineraries will be offered exclusively to both Frontiers' customers and Fly Fisher audiences. This joint venture will be promoted through a dedicated toll-free number, links to both the Frontiers and Fly Fisher websites and advertising through other media.

"We believe that the Frontiers-Fly Fisher relationship will, by itself, offer superb fly fishing and other specialized outdoor adventures to both novice and experienced anglers," said Fitzgerald. "This partnership truly plays to our strengths. We are particularly excited to emphasize not only the adventure part of the trip, but the conservation aspects of the project as well."

Fly Fisher will premier in 2006.

Frontiers International Travel is a full service travel company that specializes in light tackle fishing, quality bird shooting, wildlife photographic safaris, and elegant journeys throughout the world. Since 1969 we have helped avid travelers and discriminating sportsmen discover the finest resources available.

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Fly Fisher LLC is a Connecticut-based company that is developing and producing a major multiple media project on the theme of fly fishing. Their experience includes producing and marketing non-scripted, high-quality programming that targets upscale audiences on TV, feature film, DVD and online. The project team has produced critically acclaimed feature documentaries and series that have won key awards including the Academy Award.
www.flyfishermedia.com