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FOR IMMEDIATE RELEASE

JustGoFishin.com to be One-Stop Internet Resource for Fishing the Texas Coastal Bend

Corpus Christi, Texas— An experienced internet entrepreneur in Corpus Christi has launched JustGoFishin.com, an online search engine and directory serving the region's sport fishing community. For the thousands of locals and visitors who fish the Texas Coastal Bend each year, JustGoFishin.com promises a one-stop source for all their angling needs.

Dave Alexander, founder and administrator of JustGoFishin.com, relocated to Corpus Christi years ago and quickly fell in love with the local fishing scene. "I found a need for a centralized, simplified way to connect with the many local businesses which cater to sport fishers," Alexander said. "My goal is to give people a way to find the guides, gear, and information they need without having to search in several different places."

Although the site is only in its first months of existence, JustGoFishin.com already has more than 5,000 visitors daily, and Alexa.com ranks it as one of the most heavily-trafficked internet sites in the Coastal Bend area.

Visitors to the website will find a continuously expanding directory of fishing guides, marinas, outfitters, and many other categories of interest to fishing enthusiasts. JustGoFishin.com users can also find notices about upcoming tournaments and other events relevant to the sport fishing community. The site features links to up-to-the-minute tide and weather reports, fishing-related tips and articles, and travel accommodations.

Alexander has ambitious plans for the site's future, and he relies on his understanding of the fishing community and his previous experience in internet entrepreneurship to realize those goals. One of the services under construction at JustGoFishin.com is a website builder that will create and host individual websites for businesses which do not currently have one. According to Alexander, "Many prospective customers today want to know more about a guide or business than what they can find in a phone book. Small business owners who don't already have an online presence will be able to have a custom website hosted by JustGoFishin.com."

In addition to the practical features of the site, Alexander hopes viewers will use JustGoFishin.com as an interactive community hub. As part of that aim, he invites viewers to submit photos of their own fishing experiences to be published on the site. He also encourages user feedback. "We want JustGoFishin to feel like home base for everyone involved in Coastal Bend fishing," says Alexander. "We hope to customize it according to suggestions and requests from our users. If there is a service or feature that they would like to see, we'll work hard to get it there."