

## Enhanced Value For Discerning Clients

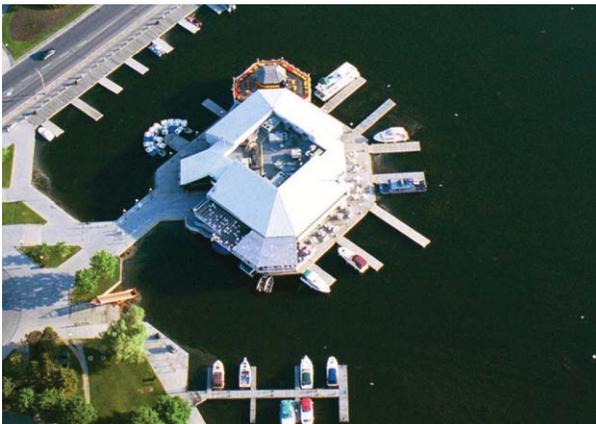
You may think that Bill Dance Signature Lakes is all about growing trophy bass. While that may be true, our goals are actually much larger and likely more aligned with yours.

While you can seek biological advice from many possible sources, our company is unique. We are the only company that couples exhaustive biological research and information with the experience and insight of bass fishing's most likeable superstar. So by working with us, you get the benefit of the most qualified advice and the most marketable personality.

This combination creates a unique opportunity to not only maximize your chances of success in building and sustaining a great fishery, but it also provides an excellent opportunity to leverage your lake in order to promote and market your project.

### HUNTING CLUBS:

By adding an excellent and well managed fishery to your hunting club, you would be creating a significant new amenity that appeals to most outdoorsmen. Where most such clubs now revolve around a limited hunting season, adding a quality fishery can increase the use and time your members enjoy the club. Fishing can be enjoyed



year-around. Such additional recreational opportunity absolutely enhances the value of each club membership.

### REAL ESTATE DEVELOPMENT:

Bill Dance likes to say that "Water is like a magnet. It draws people to it for many reasons. To wade in it. To skip rocks. To swim. To fish. Or to just sit and look at it." It is a fact that many people dream of living on the water's edge. Including professionally designed and managed lakes in a real estate development appeals to many people, who will pay a premium for such lots. An association with Bill Dance Signature Lakes adds instant credibility to your water assets. The marketing power of Bill's name, brand and image will help you appeal to 28 million fresh water fishermen in this country. Let us help you increase sales velocity and revenue.

### GOVERNMENT PROJECTS:

Building a Bill Dance Signature Lake or renovating an existing lake to qualify as one of our signature lakes is an excellent way to create a positive economic impact to the area nearby. Several studies have confirmed that such a recreational opportunity will draw increased tourism from both near and far. Having a beautiful lake provides an excellent source of recreational pleasure for your constituents and draws in visitors to spend money in your area.



*Lending Mother Nature A Hand*

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## Careful, Professional, Ongoing Programs

Bill Dance Signature Lakes offers *DESIGN* and *CONSULTATION* services for the creation and improvement of fresh water fisheries. After following our recommendations and procedures, we then allow the use of Mr. Dance's name, image and trademarks to BRAND the lake and to promote and market both the water and the real estate around it.

We start with an assessment. The assessment process includes a site visit by Mr. Dance and one of our fisheries biologist. They then review any topographical maps or other documentation you may have from engineers, architects or surveyors. We listen closely to our clients and design our plans to match your specific goals.

The assessment results in a report and plan for your unique fishery. The plan addresses vital biological information such as water source & flow, water quality, PH balance, dissolved oxygen levels, fertilization, forage & feed, harvest and regular monitoring of fish and habitat. The bottom line is that we provide you with a recipe that includes all of the ingredients necessary to create and sustain a top quality fishery.

We also provide a list of specific design recommendations to enhance the bottom contour and structure of your lake. Our designs are based on both the fisherman's perspective (Bill Dance) and the fish's perspective (Biologist). We strive to create places where bass naturally want to reside – strategically located humps, ridges, rock piles, ledges, and channels; all with the proper cover. We also do this in a manner that gathers fish in places where they will be accessible and catchable.

A major component of our added value is the *LICENSE AGREEMENT* with which we license the rights to Bill Dance's name and image. It is this element that immediately legitimizes and enhances your lake project. We are constantly documenting and recording our efforts so that such material can be later used for marketing purposes. Through this arrangement, your project becomes associated with the first *SUPERSTAR* of tournament bass fishing. Bill's popularity has only grown larger through his decades of television programs that still reach 3 million viewers a week.



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## It's Our Intent To Lend Mother Nature A Helping Hand

**Bill Dance Signature Lakes provides...**

- **Real Estate Developers**
- **Federal, State, and Local Governments**
- **Hunting and Fishing Clubs**
- **Private Landowners**

**... with the highest quality habitats for many species of fish.**

Anyone with land, a bulldozer and a pump can build a lake. Creating a world class fish habitat that is an amenity, a centerpiece and value-added asset requires experience, skill and personal commitment.

"For years my friends have asked me for advice on lake design, management, forage improvement, how to create structure and cover in existing and new lakes.

"That has been so much fun to do that now we are accepting a limited number of opportunities to create great fishing destinations and provide



ongoing oversight to protect our client's investments." Our product increases property values and is an economic generator by adding a unique amenity created by one of the most respected names in the fishing industry, Bill Dance.

### ***Founding Principles***

- *To create trophy fish habitats that serve the serious AND recreational fisherman*
- *To work in harmony and balance with surrounding land use*
- *To design solutions that enhance long term value in aesthetics and environmental sensitivity*
- *To develop lasting partnerships with a few clients with bold vision*
- *To provide ongoing guidance in maintenance, enhancements and refinements, beyond a single engagement*
- *To foster the joy of outdoor activities with family and friends*
- *To do all these things with efficiency, simplicity, focus and integrity*



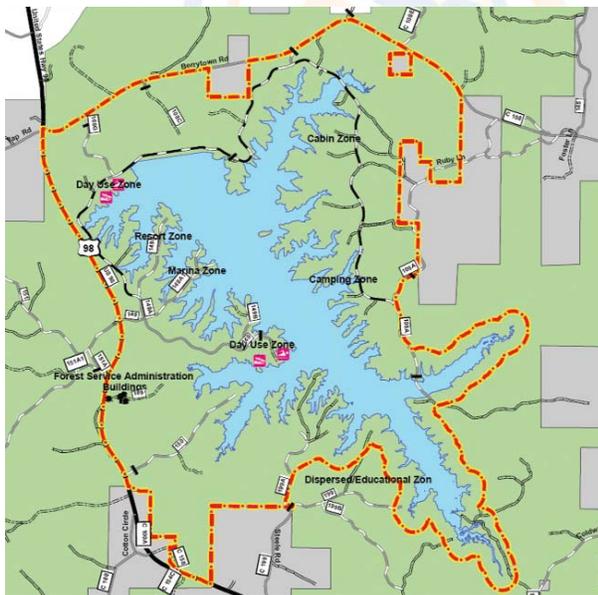
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## A Sampling Of Current Projects

Bill Dance Signature Lakes has helped to create OKHISSA LAKE in the Homochitto National Park outside of Natchez, Mississippi. This lake includes 1,000 acres of public fishing territory and 39 miles of shoreline. We worked very closely with the United States Forest Service to create the optimal habitat for bass and other game fish. OKHISSA LAKE is the first official Bill Dance Signature Lake.

We work with private hunting and fishing clubs, including *HIGHLANDS PLANTATION* in Sumner, Mississippi. These types of projects are designed to supplement the recreational activity available to club members and guests.



One of our current projects is a large real estate development outside of Oxford, Mississippi. *THE INSPIRATION* at *OXFORD*, is a 2,500 acre planned residential development that will include three of our lakes and a PGA quality golf course. Here we are applying the same value principals that Nicklaus and others have applied to Golf Course property and developments.

We envision State or Federal projects that include multiple Bill Dance Signature Lakes to lure fishermen to their area for increased tourism and economic impact. Such a lake trail could provide out-of-state travelers with options for multi-day fishing vacations and create opportunity for associated development in the vicinity..



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## America's Most Respected Fishing Legend Launches New Endeavor

Bill Dance Signature Lakes is the brainchild of Bill Dance, the first bass fishing superstar.

Bill has won 23 national bass titles and is credited with catching the first bass in the history of professional bass fishing. He hosts "Bill Dance Outdoors", an educational and entertaining outdoors show that not only gives fishing tips, but also explains why Bill does what he does and how that has translated into success in the fishing world. "Bill Dance Outdoors" airs nationally, with 35 new shows a year. After almost 30 years on the air Bill's show still attracts three million TV viewers a week.

Bill has shared his experience and knowledge for many years, but not just on fishing techniques. He has advised, developed, and promoted the creation of many lakes. It is only natural that this skill and talent be shared with a broader market to provide branding value to business ventures and the public.

His involvement with Bill Dance Signature Lakes is more than just an endorsement. Bill is actively involved in every project.



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