

P R E S S R E L E A S E

\$3 million in prize money

Snell Sponsors World's Richest Fishing Tournament

LOS CABOS, Aug. 25, 2005 – For the fourth consecutive year, Snell Real Estate will serve as a major sponsor for the world's richest fishing tournament – Bisbee's Black and Blue Marlin Jackpot Tournament. The fabled event marks its silver anniversary when it gets underway in the azure blue waters of Los Cabos, Baja California, Oct. 25-29. With prize money estimated at \$3 million this year, Bisbee officials expect nearly 200 teams to vie for first place prize, which last year totaled \$1.2 million.

Chris Snell, the largest sponsor of Bisbee's 25th anniversary tournament, also plays a huge role in the Los Cabos real estate market. Since its inception in 1997, Snell Real Estate has brought more than \$500 million in sales to the Los Cabos area.

An avid fisherman, Snell plies the local waters for marlin on a regular basis. For the last five years, Snell and Houston Astros first baseman Jeff Bagwell have tried fishing together in this tournament. But logistics have always prevented that from happening, until this year. When they take to the waters in the Piano Bar Too, a 58-foot Viking, their tournament name will be Team 5, in honor of Bagwell's uniform number.

This Hemingway-esque allure of man versus marlin began in 1982 when Los Cabos – the southern tip of Baja California where the Sea of Cortez and Pacific Ocean collide – was nothing more than a sleepy fishing village. During that year, Robert Bisbee and a group of six anglers who regularly sailed to Los Cabos in the winter decided to pool their money and compete for \$10,000. After that first tournament, interest continued to grow each year resulting in today's magnanimous marlin tournament.

With entry fees at \$5,000, a team could actually shell out up to \$33,000 with all the optional jackpot pools available. Sports Illustrated has dubbed Bisbee's Black & Blue tournament the Super Bowl of billfishing.

With the growth and popularity of the tournament steadily increasing, Bisbee officials decided, in the mid 1990s, to capitalize on its accolades of being the richest fishing tournament in the world. Bisbee later established a liaison with Snell Real Estate to better promote the event.

In addition to teaming up for the fishing tournament, Snell and Bisbee have also joined forces to promote a southern California charity – "For Pete's Sake," – which donates more than \$20,000 annually to Los Cabos children in need of medical attention.

"Even though we operate in different industries, the Bisbee family and Snell Real Estate have the same mission," said Chris Snell. "We love Los Cabos, we strive for the highest level of quality and service to our clients, and we do the right thing by giving back to our community. It's a natural merger."

Though the Bisbee Black & Blue is billed as a fisherman's tournament, don't be fooled. Last year's largest fish, a 645 lb. blue marlin, was caught by a woman, Martha Warlaumont of Balboa, Calif. The tournament record is a 993 lb. marlin that was landed back in 1994.

For more information on Bisbee's 25th annual Black & Blue Marlin Tournament, visit www.bisbee.com. For real estate inquiries, contact Snell Real Estate at 1-866-650-5845 or visit their Web site at www.snellrealestate.com.

#