



For Immediate Release  
Contact: Gary Clouse  
December 15, 2008  
931-455-2014

**Texas Roadhouse Pro Mike DelVisco to fish 2009 in a Phoenix Boat**

Phoenix Boats President Gary Clouse announced today that Texas Roadhouse pro Mike DelVisco will be fishing the 2009 season in the new Phoenix 721 Pro XP. "Mike will be a great asset in our marketing efforts", states Clouse. Mike will be fishing the new PAA Tour, select Bassmaster events and several specialty events through out the year.

In addition he will be doing 50-60 promotions at select Texas Roadhouse restaurants across the country. "When someone can get your product in front of that many people it only makes good sense," says Hank Baker, Director of Sales at Phoenix Boats. "We have worked with Mike in years past and know the value he brings to the table. This will bring brand awareness to our boat and make our dealer's task easier.

After his first tip to the lake in the boat Mike flatly states, "I love this boat! It has great fishing features and the performance at slow speeds and turning is better than anything I have been in. I look forward to fishing in it next year."

Phoenix Boats is a Tennessee corporation headquartered in Tullahoma, Tn. in a modern 50,000 square foot facility on 10 acres. For more information contact Phoenix Boats, 210 Industrial Blvd. Tullahoma, Tn. 37388 Web address [phoenixbassboats.com](http://phoenixbassboats.com), Phone 931-455-2014 Fax 931-455 2086 E mail [gclouse@phoenixbassboats.com](mailto:gclouse@phoenixbassboats.com), [tjohnson@phoenixbassboats.com](mailto:tjohnson@phoenixbassboats.com) or [hbaker@phoenixbassboats.com](mailto:hbaker@phoenixbassboats.com).