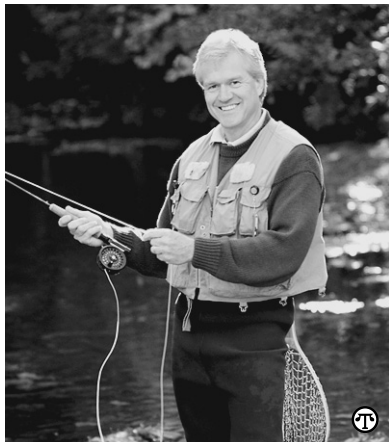


New Sponsor For BASS® Helps Anglers Scale New Heights

(NAPSA)—You may have heard of a school of fish, but have you heard about the school for those who love to fish?

BASS®, the worldwide authority on bass fishing, is partnering with Cialis® (tadalafil), the erectile dysfunction drug marketed by Lilly ICOS, to offer anglers instruction and tips on fishing through its Bassmaster University. The University includes a TV show on ESPN2 as well as intensive two-day programs at locations all across the country that give anglers of all skill levels the latest fishing information available. Taught exclusively by professionals and experts, Bassmaster University provides anglers with practical information and techniques that can be put to use on the water. To make sure that fans are prepared for fishing, Cialis will sponsor a weekly “gear list” highlighting the necessary fishing equipment for each lesson. The unscripted presentations by each angler give these courses a relaxed, informative feel.

In addition to Bassmaster University, fishing fans attending select BASS tournaments are invited to experience other unique tour events such as the “Bassmaster University presented by Cialis” exhibition tent. The tent is stocked with fishing-related interactive displays, and expert anglers will conduct seminars there. Some tournaments will feature a relaxation tent where anglers and spectators can unwind and enjoy watching the weigh-in. Finally, to round out the experience, a Cialis-sponsored tips booklet focusing on fishing and men’s health will be available at selected tournaments



Fishing is the only subject covered in the courses taught at this university.

throughout the season.

Matt Beebe, Cialis U.S. Brand Team Leader, notes, “Bass fishing is a sport that’s both relaxing and exhilarating. We want to provide fans at the tournament and at home a variety of ways to enjoy the fishing experience.”

Bassmaster University airs on BASS Saturday at 9:30 a.m. ET/PT and 8:30 a.m. CT on ESPN2. Angling fans everywhere can soon visit www.bassmaster.com to experience many of the innovative elements of the Cialis BASS sponsorship, including tips for relaxing and improving their fishing skills.

Cialis is the only oral erectile dysfunction (ED) treatment that both works fast and lasts long-up to 36 hours for most men—so men and their partners can be ready and relaxed.

Cialis is available by prescription only and is not for everyone. If you take nitrates, often used for chest pain (angina), do not take

Cialis. Such a combination could cause a sudden, unsafe drop in blood pressure. Don’t drink alcohol in excess (to a level of intoxication) with Cialis. This combination may increase your chances of getting dizzy or lowering your blood pressure. Cialis does not protect a man or his partner from sexually transmitted diseases, including HIV.

The most common side effects with Cialis were headache and upset stomach. Backache or muscle ache were also reported, sometimes with delayed onset. Most men weren’t bothered by the side effects enough to stop taking Cialis. Although rare, erections lasting longer than four hours (priapism) require immediate medical help. Discuss your medical conditions and medications, including alpha blockers for prostate problems or high blood pressure, with your doctor to ensure Cialis is right for you and that you are healthy enough for sexual activity.

Individual results may vary. In clinical trials, Cialis was shown to improve, up to 36 hours after dosing, the ability of men with ED to have a single successful intercourse attempt. Cialis has not been studied for multiple sexual attempts per dose.

For additional safety information about Cialis, talk to your doctor about this medicine and see the full Patient Information at www.cialis.com.

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