



# ScoutLook™



## Bassmaster And ScoutLook Release Free Fishing Weather App For iPhone And Android

BIRMINGHAM, Ala.— Bassmaster Magazine and Bassmaster.com, the industry-leading fishing magazine and website, have joined forces with [www.scoutlookweather.com](http://www.scoutlookweather.com)

, the only major U.S. weather service owned and operated solely by fishermen and hunters, to release a powerful new fishing-specific weather app for Android and iPhone markets.

The move to create a free mobile app was spurred by the overwhelming need of fishermen worldwide to have better mobile weather tools that integrate maps, solunar, wind and other information to facilitate planning and help catch more fish.

“Bassmaster is delighted to offer this feature-rich app to every fisherman, regardless of whether they are chasing bass or any other species of gamefish. ScoutLook has become the go-to weather resource for outdoorsmen, and this app will help deliver on Bassmaster’s key goal to help people catch more and bigger fish,” said Bruce Akin, CEO of B.A.S.S.

The Bassmaster Fishing Weather App, found at <http://www.scoutlookweather.com/mobileApps.php>

, simplifies planning for professional and recreational anglers alike by merging world-class weather information, wind mapping, solunar times, tides and moon, and hourly barometric changes all in one free app.

Fishermen who wish to add logging capability to these key tools can download the Bassmaster/ScoutLook Fishlog app ([www.scoutlookweather.com/mobileApps.php](http://www.scoutlookweather.com/mobileApps.php))

), which includes all the functions of the basic app, plus a simple logging tool. Catch a fish, snap a photo, and capture all weather conditions at the moment and time of the catch automatically.

The Fishlog app, available for a one-time fee of \$3.99, enables the user to edit, manage, view and sort logs online at [www.scoutlookweather.com](http://www.scoutlookweather.com)

. Export logs to Excel, or sort by any weather or moon condition, lure type or water condition, to see what works best, as well as when and why those are optimum conditions.

The new free app displays a map with the user’s precise position and weather conditions. With ScoutLook’s unique DriftPoint Wind Map users can “see the wind” for up to 72 hours at any fishing location for optimal planning. FishMarX is a GPS marking tool used while on the water to save important points of interest. Return to the exact places, or check the weather before heading back. Save beds, boat launches, buoys, channels, creek mouths, dropoffs, gravel, flats, mangrove holes, parking areas, rip tides, river/stream outlets, timber, trailheads, weedbeds and more.

Any location saved on the app is stored and saved in a free online account at [www.scoutlookweather.com](http://www.scoutlookweather.com)

To download the Bassmaster Fishing Weather app free for your Android or iPhone, visit <http://www.scoutlookweather.com/mobileApps.php>

#### **About B.A.S.S.**

For more than 40 years, B.A.S.S. has served as the authority on bass fishing. The organization advances the sport through advocacy, outreach and an expansive tournament structure while connecting directly with the passionate community of bass anglers through its Bassmaster media vehicles.

The Bassmaster brand and its multimedia platforms are guided by a mission to serve all fishing fans. Through its industry-leading publications — *Bassmaster* Magazine and *B.A.S.S. Times* — comprehensive website Bassmaster.com and ESPN2 and Outdoor Channel television programming, *Bassmaster* provides rich, leading-edge content true to the lifestyle.

The Bassmaster Tournament Trail includes the Bassmaster Elite Series, Bass Pro Shops Bassmaster Open Series, Carhartt Bassmaster College Series, B.A.S.S. Nation events and the ultimate celebration of competitive fishing, the Bassmaster Classic.

B.A.S.S. offers an array of services to its more than 500,000 members and remains focused on issues related to conservation and water access. The organization is headquartered in Birmingham, Ala.

*The North American Hunting Club (NAHC) is the premier community for hunters and hard-core outdoors enthusiasts.*  
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#### **About ScoutLook**

ScoutLook is made by “weathermen who hunt and fish” and is an innovative resource designed for outdoor enthusiasts who need much more than just weather information to begin their outdoor adventures. It’s truly fishing weather like you’ve never seen it. For more information about ScoutLook Weather visit [www.scoutlookweather.com](http://www.scoutlookweather.com)