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America's Most Popular Recreational Sport Goes to Extreme Wilderness with Thrilling Television Series Debut

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TORONTO, March 31 /PRNewswire/ - With over 44 million recreational anglers in the U.S., fly fishing is now rivaling golf as North America's most popular sport. For the first time, this new sporting craze hits the airwaves with a splash! From standing knee-deep in the piranha-infested Amazon to harnessing the gale-force windswept waters of Argentina, extreme sports takes on a new meaning with What A Catch! Debuting on OLN on April 2nd, 2005 at 8:00 a.m. ET, What A Catch! is the first-ever television series to feature extreme wilderness fly fishing adventures that span the globe. Hosted by Kathryn Maroun, one of North America's most beautiful and skilled outdoor sportspersons, the show takes viewers on a breathtaking journey to some of the world's most remote and exotic destinations in her quest to conquer the top 13 game fish.

Filmed entirely in HDTV, the 13-part series sees Kathryn brave challenging fly-fishing conditions while pushing the limits of the great outdoors and her physical endurance to capture the essence of a true adventure. Whether fishing in Iceland or the Bahamas, What A Catch! features the thrill of catching a prized freshwater game fish of the region while exploring the country's extraordinary surroundings including panoramic views, and a look into diverse foreign cultures and foods.

Note to Media: Kathryn Maroun is available for interviews to discuss fly fishing's rise to popularity, its physical and emotional benefits, and the debut of What A Catch!

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