



## **NEWS**

**FOR IMMEDIATE RELEASE  
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### **JEPPESEN INTRODUCES SPECIALIZED FISHING CHART FEATURING BAJA DIRECTIONS CHARTBOOK DATA**

*New C-MAP MAX Chart Ideal For Tournament Anglers and Other Serious Fishermen Targeting  
Big Game Off Baja Coast and Sea of Cortez*

**ENGLEWOOD, COLO., September 28, 2011** — Navigation expert Jeppesen has announced a new C-MAP MAX chart designed to help tournament competitors and other big game anglers maximize success in the fish-rich waters of the Baja California peninsula. This new C-MAP MAX chart features digitized data from the popular Baja Directions Chartbook, long respected as a leading source of valuable data and information for fishermen venturing south of the border.

Available with Jeppesen's Summer 2011 release, the new Baja Directions MAX chart (NA-M609) covers the entire Pacific Coast of Baja from San Diego to Cabo San Lucas, including distant offshore fishing zones like Guadalupe Island, Hurricane Banks and Alijos Rocks. This same expansive chart card also covers all of the famed Sea of Cortez down to Las Tres Marias Islands, just northwest of Puerto Vallarta.

These famous waters teem with world-class gamefish, from record yellowfin tuna and wahoo to giant striped blue and black Marlin. Cabo San Lucas, in particular, is home to world-famous events like Bisbee's Black and Blue Marlin Tournament, where the right fish can literally earn the winning team millions of dollars in prize money and jackpots. Experts know, however, that these fish aren't everywhere, and consistent success requires local knowledge and understanding of the region's underwater topography. Traditional navigation charts for this remote region offer little in the way of the bathymetric detail so important to serious bluewater anglers.

This new chart provides users of C-MAP MAX-compatible chartplotters with exceptional detail of the underwater canyons, ridges and high spots that direct deep currents, cause upwellings and concentrate baitfish — in turn drawing the predatory gamefish treasured by Baja anglers. Fishing Grounds and Hot Spots are clearly outlined and marked clearly on the electronic chart, along with photos and information about fish species and expert advice on how to catch them. Whether chasing marlin from a Baja-based megayacht or towing a skiff down the coast of Baja on an angling adventure, this new chart is designed to help anglers burn less fuel and spend more time on the fish.

