

Tight Lines



Spencer Sheinin

A remarkable season,
paving the way for a promising 2010

With another great season coming to an end, the West Coast Fishing Club would like to thank all our valued guests, supporters and friends who have joined us this year in Canada's Queen Charlotte Islands.

The returns of salmon proved far better than expected with 2009 finally showing signs of

strengthening fish stocks. June shone through as one of the best on memory for salmon returns, with everyone taking home a bountiful catch. Reinforcing June's success, our Spring Salmon Challenge was won at the end of the month with a 50.9lb beast, caught by Michael Peck. The cool waters around Langara Island also produced impressively abundant stocks throughout July and August.

Following a year of many changes and developments at our luxury lodges in the beautiful Queen Charlotte Islands, West Coast Fishing Club is leading the way for salmon fishing in the Pacific Northwest. We are looking forward to next year being our most exciting yet!

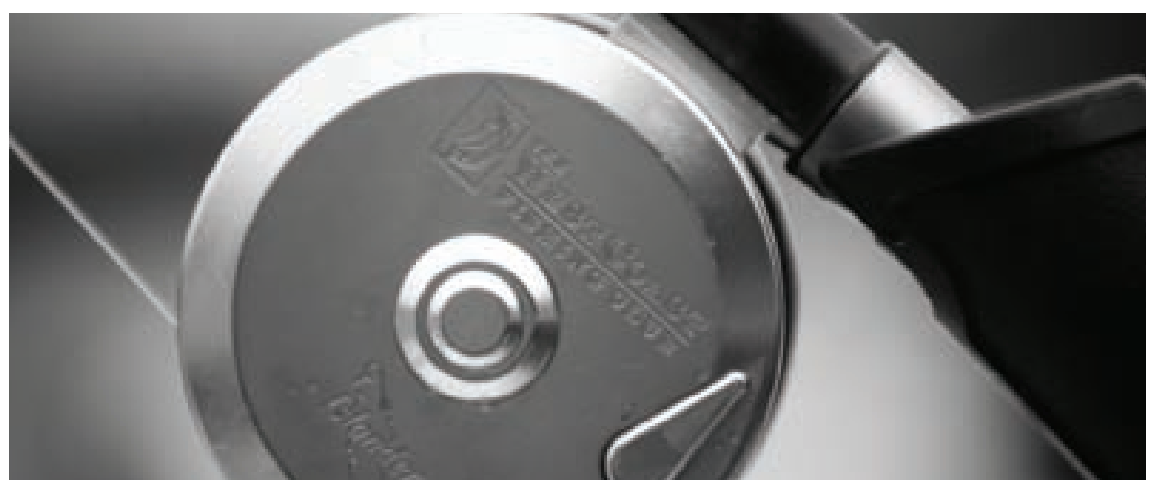
We look forward to seeing you there.

President's Message

The year of 2009 was unquestionably the most challenging year we have encountered, since starting the West Coast Fishing Club. As many businesses faced adversity, we were truly appreciative for the support of our loyal clients who, along with our valued employees, are our greatest asset.

Fully grasping the situation, our team did all they could to cut costs while ensuring services were not compromised in any way, and we really do want to thank them for their great service throughout the year. We learned, through adapting our business model to reflect greater efficiency, that a reduction in capacity at the Clubhouse (from 52 to 40 guests) enabled us to offer optimum service levels to our guests. Another initiative was to establish shorter seasons at both North Island Lodge and the Outpost, ensuring superb fishing experiences for our valued guests while keeping costs efficient.

The 2009 season showed June as the most consistent month, reminding both our staff and our guests how incredible fishing at Langara Island truly is. July saw one of the season highlights, with Dave Willis setting a Clubhouse record for his 76.7 lbs Chinook salmon caught at Andrew's Point. The West



Coast Fishing Club would like to congratulate Dave on landing and releasing one of the largest, if not the largest salmon caught in the open Pacific Ocean waters in 2009.

In 2009, our Fishing for Kids tournament, which has supported the BC Children's Hospital for the past three years, welcomed CAN (Canucks Autism Network) as a new co-beneficiary. We are proud of the event's achievements thus far and to offer our support to two tremendous charities. We look forward to the 2010 tournament being even bigger and better.

Finally, we are excited to share news that West Coast Fishing Club has recently

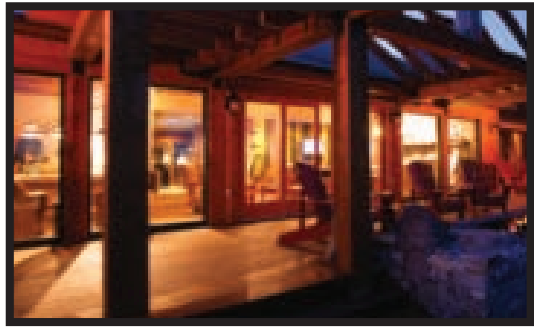
acquired property in the Perlas Islands, 55 miles off the west coast of Panama. We look forward to offering you year-round fishing experiences in early 2011.

Once again, thank you to everyone who has supported the West Coast Fishing Club through a tough year. We feel confident that the strength of the fisheries is improving and with our recent restructuring, we look forward to continuing to provide the highest level of customer service imaginable. As we move to new fishing locations and expand the horizons of West Coast Fishing Club, we look forward to providing the best boutique resort fishing experience on the West Coast of the continent.



AROUND THE CLUB

Managers' Reports



THE CLUBHOUSE

Thank goodness the salmon didn't hear about the recession — they returned in healthy numbers and provided the usual challenge for all our Clubhouse members. If you've had the opportunity to read Mike Tonnesen's (our head guide) weekly fishing update on the West Coast Fishing Club web site, you'll know that we enjoyed a good year with strong fishing in June, staying consistent to September.

On behalf of all Clubhouse staff, I'd like to thank you for joining us in 2009 — we worked hard to make each and every visit a memorable experience. In order to make certain that the Clubhouse provides you with all you expect, I've set up a working group consisting of our head guide, our executive chef and our dining room manager. We'd appreciate any feedback you can provide (or any special requests you might have for 2010).

2010 will be an exciting season — let us know what we can do to make it an even better one for you!

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THE OUTPOST

On behalf of the entire team here at The Outpost, I want to take this opportunity to thank our guests for visiting Port Louis during 2009. The combination of our wilderness setting, facilities for intimate groups and the vast array of exclusive-use fishing grounds, makes The Outpost my favorite property on the British Columbia coast and I hope it will soon become yours too.

I have to spotlight our chefs Mike Diamond and Doug Clark who delivered a spectacular menu this year. Frankly, the team has done such a wonderful job that I worry about how to improve on the experience for 2010! Looking ahead to my second year at the helm, it will be onward and upwards with improvements to the facilities, boats, programs and fishing gear.

I sincerely hope you will return to The Outpost during 2010 and I am certain there will be many friendly faces here, ready to help create many new and magical memories with you.

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NORTH ISLAND LODGE

The economic climate created some challenges for us this year and with this we take away a strong appreciation of our loyal guests. The tradition continued with our staff and guest camaraderie, relaxed friendly atmosphere and a shared passion for fishing, all of which characterize North Island Lodge.

Chinook fishing in 2009 was full of pleasant surprises: cooler ocean temperatures, excellent herring counts and a limited Alaskan troll fishery contributed to a solid season. All summer Coho numbers proved strong and most rivers have seen excellent returns this fall. Our new coach program was well received and will be offered again to all self-guided guests next year.

Many of our long-time staff are looking to return, lodge projects are underway and equipment upgrades will include a new set of Yamaha motors. Currently, bookings are looking good as the excitement builds for next season.

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Ken's Blog - Posting July 14, 2009



Picasso, Reg, and Deny with a fish on.



Ralph with a 31lber.

THE BEST MORNING OF THE SEASON! Today the sea was as flat as it gets, the sun was out and the fishing was what Matt Brown characterized as "getting there"...referring to the glory years of the past. In total the 6 boats had 21 Coho, over 32 Chinook caught or released, 6 Hali's caught or released and a variety of other species. It was the best day of the year with some boats hooking into 10+ Chinooks in the morning shift alone. Highlights begin with Boomer who after an hour struggle brought up a monster Halibut, estimated at 250+ lbs it was released after a few photos, well done Boomer!

The salmon hot spot of the day (and season) was Brock Island right in front of the lodge where Mike got into a number of Chinooks at the "gap". Watch out! It's a fish on for Picasso's

boat...and a nice catch for Reg and his boat mate Denny, they had their chances and capitalized on them.

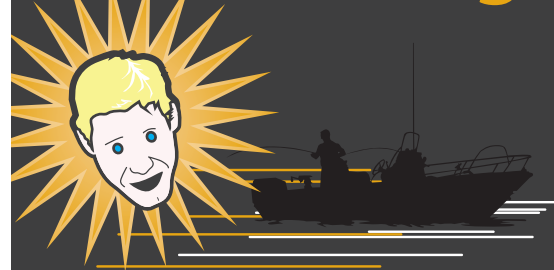
Clay and Jim decided to do some Halibut fishing with guide Mike Panz...you know what that means.

You catch them, you lift them boys, the halibut were almost identical at 70 & 71 lbs. Jim, who is really getting the hang of this for a prairie boy, got another nice Chinook on his second day ever of salmon fishing. Pierre had Boomer and Elan out for the day and with the Frenchman on board there was a lot of salmon kissing going on. However, the champion was Ralph with a 31 lb Chinook, the biggest of the day...

To top things off, Ty and his dad Eric set another Outpost first for the season...they

went for a swim. A GREAT DAY ON and IN THE WATER at the Outpost and this group looks like they'll be in for another tomorrow...good night and dream of the take.

To read all of Ken's Blog



Visit: westcoastfishingclub.com

AROUND THE CLUB

David Hawksworth & Friends Culinary Adventure

West Coast Fishing Club QCI annual Culinary Adventure, hosted by Chef David Hawksworth and Friends (including some of Canada's finest chefs and talented wine experts), took place in September and celebrated a grand finale for a noteworthy fishing season and the WCFC Culinary Series

Held at the Clubhouse, amidst the dramatic and pristine setting of the Queen Charlotte Islands, this year's unique adventure featured nightly dinners from celebrated chefs including David Hawksworth (upcoming Hawksworth at the Hotel Georgia); Vikram Vij (Vij's and Rangoli); Dino Renaerts (Diva at the Met); and the Clubhouse's own chef Ryan Stone (Bocuse D'Or 2011 competitor).

Mark Davidson (Sommelier and Wine Educator) and Scott Oliver (Select Wine Merchants) presented perfect wine pairings to accompany the feasts. Together, this culinary powerhouse offered guests a range of cookery classes, wine tastings and spirit seminars, ensuring delicious dining is produced from their prized catches upon returning home.



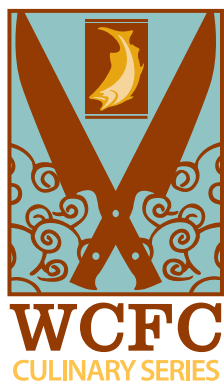
David Hawksworth and Nicholas Vetch

David Hawksworth & Friends Culinary Adventure 2010

JULY 25- 29, 2010

Featuring: David Hawksworth, Dino Renaerts, Ryan Stone, and Special Guests

WCFC Culinary Series



This season, an elite collection of Vancouver's hottest chefs joined us, cooking up a storm in the kitchens at the Clubhouse. Guests truly experienced the West Coast Fishing Club's dedication to 'more than world-class fishing'.

Chef Robert Belcham launched the 2009 Culinary Series, fresh from winning Vancouver Magazine Chef of the Year, setting an impressive standard for the rest of the series. Between June 14th and September 10th, Chef Belcham was followed by Chef Don Letendre from Elixir Bistro, Chef Seigo Nakamura from Miku Restaurant and Chef Dale MacKay from Lumiere. Each chef crafted and created a menu for our guests and also joined them on our top-of-the-range boats, reeling in some impressive catches.

Plans are already underway for 2010's Culinary Series with great interest from the Vancouver culinary industry. A number of our talented chefs will be returning for the 2010 Culinary Series (including Chef Robert Belcham

from Refuel and Campagnolo), Chef Seigo Nakamura from Miku Restaurant and Chef Don Letendre from Elixir Bistro) alongside some exciting new additions of equally high caliber.

2010 Culinary Series trips will run throughout the season on the following dates:

June 20 -24th
July 8-11th
July 15-18th
August 12-15th
August 26-29th

Chefs to be confirmed in the New Year. For further details visit us on-line.

westcoastfishingclub.com

Gardens in Masset

As we become increasingly conscious of where our food is sourced, the West Coast Fishing Club has developed relationships with Queen Charlotte Island farmers to supply portions of our produce. One farm in particular is managed by West Coast Fishing Club co-owner, Rick Grange. South Beach Gardens, located in the coastal town of Masset, boasts five greenhouses and outdoor raised beds, supplying produce to the Clubhouse kitchen.

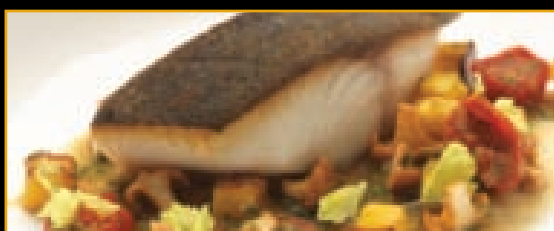
"With over 17 hours of daylight in the summer, the climate in the Queen Charlotte Islands is perfect for creating a wealth of vegetables and herbs," claimed Grange. South Beach Garden's beans, peas, beets and baby carrots all feature heavily on the menu at the Clubhouse as well as 23 types of herbs — all picked just one hour before being transported by helicopter, direct to the Clubhouse kitchens.



South Beach Garden

All soil on the farm is 100% organic and shipped from the mainland to ensure quality. New for 2010, the farm has purchase 72 hens

to supply a percentage of the eggs to the Clubhouse kitchen, particularly during the Culinary Series.



HAWKSWORTH
RESTAURANT

Pan Seared Wild Sablefish

With Butternut Squash & Wild Mushrooms

By Chef David Hawksworth

Web Exclusive Recipe: westcoastfishingclub.com/DHrecipe

WCFC WORLD

Trade in Your Floater Suit for Your Bathing Suit...



THE WEST COAST FISHING CLUB

THE CLUBHOUSE
Langara Island, Queen Charlotte Islands,
Canada



NORTH ISLAND
1990-LODGE-2010
Langara Island, Queen Charlotte Islands,
Canada

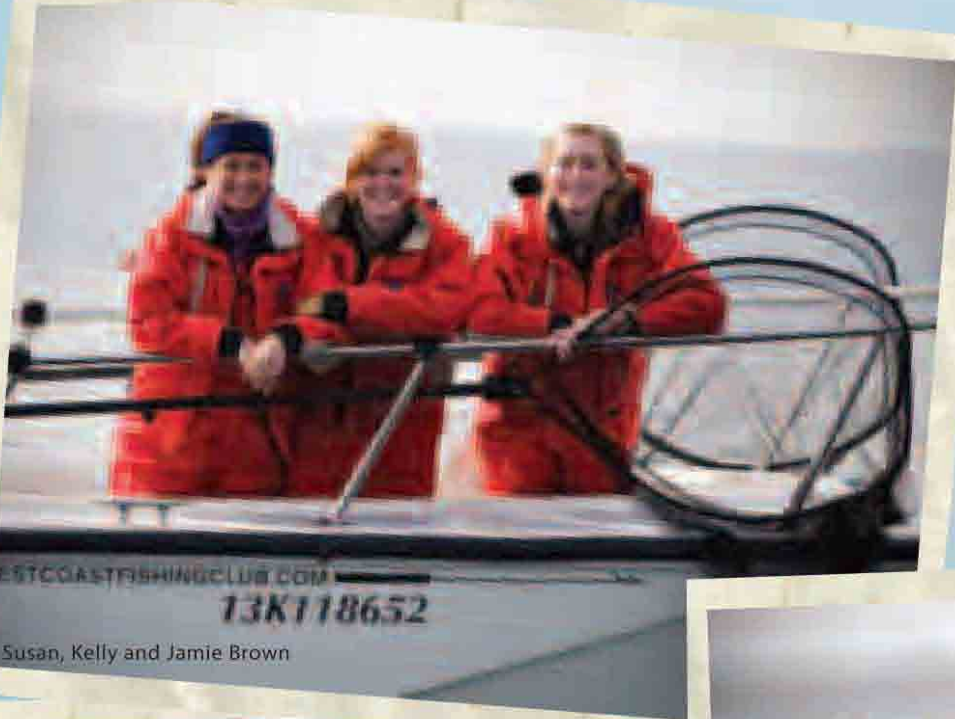


THE WEST COAST FISHING CLUB

THE OUTPOST
Graham Island, Queen Charlotte Islands,
Canada



Fighting a salmon at Langara



WESTCOASTFISHINGCLUB.COM
13K118652

Susan, Kelly and Jamie Brown



Bill Plaxton and Russ Starr



Michael Bowes with his catch

WCFC WORLD



Next Stop... Panama!

In keeping with the West Coast Fishing Club's commitment to offering guests a world-class, luxury wilderness and fishing experience, we are delighted to announce the launch of West Coast Fishing Club Panama. Located in the remote and beautiful Las Perlas Islands, in the sparkling and abundant waters of the Gulf of Panama, these islands are renowned across the world as home to the biggest game fish of all, the enormous and elusive Marlin "Grande" weighing 1000 lbs.

A short distance from famous fishing grounds where countless records for Marlin and Billfish have been taken, West Coast Fishing Club is currently designing and building a world-class eco-resort. Spanning 90 acres including beach-front access, West Coast Fishing Club Panama will offer an unbeatable fishing experience, complemented by an unmatched eco-retreat with luxurious spa facilities, unparalleled

service and superlative cuisine. Access is key and with a 4500ft runway located adjacent to the property, guests are sure to arrive in style and comfort.

As well as the promise of Marlin, guests will also have the opportunity to fish for an incredibly wide range of species including Tuna, Sailfish, Mahi Mahi, Snapper and Grouper and in true West Coast Fishing Club style, we will be encouraging guest to take part in our prestigious "Catch and Release" program. An exclusive, brand new fleet of 35' Strike Yachts complete with Cummings engines alongside top-of-the-range tackle and equipment will ensure an unrivaled fishing experience. In keeping with the roots of the West Coast Fishing Club, we will be offering light-line fishing, to satisfy every angling preference. Fly Fishing will also be available

Book a waterfront villa as an exclusive retreat or simply fly in for a memorable dinner, with unmatched cuisine and wines. Naturally the fishing element is key, but this will not be exclusively a fishing lodge. We understand that although many of our valued guests join us for world-class fishing (and they will certainly not be disappointed) we want to create an eco-conscious hideaway, with activities to suit all, from avid fishermen, to those searching solitude and peace, from the gentle adventurer to those keen to enjoy outstanding global cuisine.

Set to open in early 2011, we are working diligently to ensure West Coast Fishing Club Panama offers the very best luxury wilderness and fishing experience on the coast. If you are interested in further information, please give us a call, we will be happy to discuss the property with you.



OUR COMMITMENT

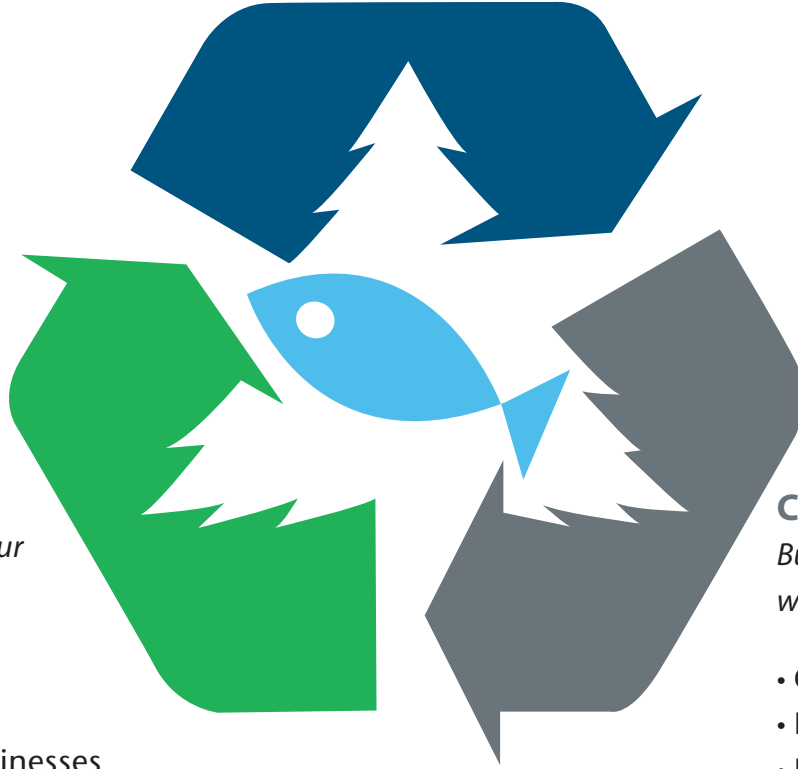
Fishing for a better future....

West Coast Fishing Club is looking to the future with a deeper commitment to fisheries, the environment and the communities in which we operate. This program was designed to embody our core principles and is a template for action through the next decade and beyond.

FISHERIES

Give back to the fisheries we enjoy

- Invest in conservation and restoration
- Advocate catch & release
- Support research and education



ENVIRONMENT

Act conscientiously to reduce our environmental impact

- Combat climate change
- Operate responsibly
- Work with like-minded businesses

COMMUNITY

Build futures for communities in which we operate.

- Create economic opportunity
- Provide charitable support
- Respect culture and history



Offsetters is Canada's first and leading integrated carbon management company. www.offsetters.ca

FISHERIES:

Our commitment is to give back more than we take from the fisheries we are fortunate to enjoy. This will be accomplished through: Heightened investment in restoration and conservation. Advocating catch and release through special tournaments, prizes and recognition. Engaging in research and education to promote sustainable fishing practices.

ENVIRONMENT:

We need to act conscientiously to reduce our carbon footprint and combat global climate change. We need to continue to move towards earth friendly products and find new ways to best reduce and recycle the by-products of our operations. WCFC will partner with like-minded businesses that are similarly focused on a greener future.

COMMUNITY:

WCFC will create meaningful, long term employment and economic opportunity. WCFC will run fundraising tournaments and donate funds, trips and expertise to both local and larger charities which in turn provide significant benefit to the constituents they serve. WCFC will respect and support the culture and history of the local people in the areas we operate.

DID YOU KNOW?

WCFC was the first to commit to operate out of Masset, BC in 1992, with the promise to give back more than we took out and to create local employment. The rest of the industry followed. Today the Village of Masset sees 20,000 anglers come through its airport each season. The resulting economic benefits trickle down to reach at least 60% of those who live and work in Haida Gwaii. Over 1.2 million dollars has been raised through WCFC initiatives and partners, that has gone towards enhancement, restoration and research of wild salmon.

The spirit of social responsibility at WCFC continues and now includes not for profit charitable events, like the Fishing For Kids Tournament (FFK), which benefit the larger communities of Vancouver and British Columbia. FFK has raised \$1.875 million over the last four years. It supports initiatives such as infant diabetes research at BC Children's Hospital because diabetes is one of the most urgent health problems facing the First Nations population. This year the FFK Tournament also added its support to the Canucks Autism Network (CAN), whose goal is to "enhance the quality of life of individuals and families living with autism". CAN has launched a program at the elementary school in Masset called "We CAN Be Friends" aimed at encouraging friendships, empathy and inclusion between children with autism and the rest of the community.

FISHING FOR A GREENER FUTURE

This program will govern our corporate behavior in measurable, meaningful steps with the mandate to make the world a better place. The goal in Panama is for a state of the art lodge with LEED certification (Leadership in Energy and Environmental Design), utilizing the latest green building technology and alternate energy sources. We want to be a leader in the fishing industry, the larger business community and a source of pride to you, our members.

WE WANT TO HEAR FROM YOU!

This is a work in progress and we encourage your participation and feedback. If you're one of our suppliers, if you're a green product producer, if you've undergone a similar process or you want to learn more.

Please email: blueprint@westcoastfishingclub.com and together we can all fish towards a greener future.

Environmental Benefits Statement

By using paper made from 100% post-consumer recycled content, the following resources have been saved.

Environmental impact estimates were made using the Environmental Defense Paper Calculator. For more information visit <http://papercalculator.org>.

trees	water	energy	solid waste	greenhouse gases
45 fully grown	78,102 litres	14 million BTU	564 kilograms	1,931 kilograms

WCFC EVENTS

Fishing for Kids Tournament 2009



\$365,750 Raised in 2009

FFK Participants

Total Raised In 4 Years \$1,875,000

This season, the West Coast Fishing Club Queen Charlotte Islands was the venue for the 4th annual Fishing for Kids Charity Tournament. An impressive sum of \$356,750 was raised for local children's charities, BC Children's Hospital and Canucks Autism Network (CAN).

Participants included fishing enthusiasts from around the globe, alongside Willie Mitchell, Canucks' Defenseman and CAN Spokesperson; Paolo Aquilini, owner of the Vancouver Canucks and founder of CAN; and Dr Bruce Verchere, Head of Diabetes Research at the

BC Children's Hospital. Guest of honour and patient at the hospital, Michael Hoffmann caught his first Chinook salmon, weighing in at an impressive 25lbs.

Fishing for Kids Tournament 2010 is set for August 29 - September 1. If your business would like to offer support to this worthy cause in any way, please get in touch, as we will be delighted to hear from you. Involvement can often lead to promotional opportunities for all brands involved and is a rewarding way to give back to the local communities in which we operate.



Mike Ranallo & Bruce Knight

2009 TITLE SPONSORS



EVENT SPONSORS



Ledcor Group • Blackmont Capital
Hawksworth Catering • Taseko Mines Ltd.
Arc'teryx • Stormtech • Helly Hansen
PosterOne • Big Red Barn Entertainment
The Vancouver Sun • The Province

SPECIAL THANKS

Finning, Bosa Properties, Galiano Cafe, Walter Segsworth, Bucyrus Canada Inc.

fishingforkidstournament.com



Spring Salmon Challenge 2010

We are continuing our Spring Salmon Challenge; a fee-free derby with some great weekly prizes and a fantastic grand prize of \$15,000 for the 2010 season. Every West Coast Fishing Club guided guest who visits either the Clubhouse, the Outpost or North Island Lodge on any trip that ends before July 9th, 2010 is eligible for the free derby. What's the catch? Guests must be booked on fully-guided fishing trip and must catch and release the fish to be entered. The grand prize winner may opt to exchange the cash prize for four free trips to the lodge instead. Don't, or rather, let this one get away... register today!

2009 Results:

1. June 28.09	Michael Peck	Clubhouse	50.9 lbs
2. June 26.09	Noah Jones	Clubhouse	40.1lbs
3. June 22.09	Jack Popke	Clubhouse	39.7 lbs
4. June 15.09	Anders Jerner	North Island Lodge	32.0 lbs

LOOKING TO THE FUTURE

Book Now for 2010



Each of our three properties on the Queen Charlotte Islands are experiencing impressive bookings for the 2010 season and we encourage you to register your interest soon, so as not to be disappointed.

Confirmed events for next year include: our celebrated Culinary Series dates, Fishing for Kids Tournament, supporting our fantastic charities BC Children's Hospital and Canucks Autism Network; David Hawksworth & Friend's Culinary Adventure; and our Spring Salmon Challenge.

With reduced numbers at our north coast properties, we anticipate a full season for 2010 and we are very keen for you to be part of it.

Contact us at www.westcoastfishingclub.com or call us on 1-888-432-6666 (toll-free) to reserve your place.

Panama

With opening scheduled for early 2011, West Coast Fishing Club Panama will be one of the most luxurious and eco-conscious resort properties in Central America, with global dining, world-class spa and unsurpassed fishing opportunities.

Interested in being one of the first to join us on this eagerly awaited adventure?

Referral Program

Recommend any of our West Coast Fishing Club properties to a friend and if they book with us you will receive a \$100 gift certificate per person booked to spend either at the company shop or towards incidental purchases.

Help us to spread the word about the thrill of fishing and the unbeatable experience offered by the West Coast Fishing Club properties.

WCFC Website

With a number of exciting initiatives slated for 2010, a new West Coast Fishing Club website is under construction, giving guests access to the latest happenings both in the Queen Charlotte Islands and Panama.

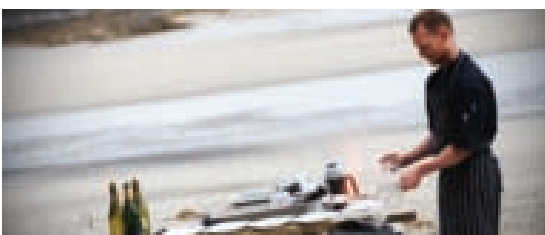
Ever dedicated to our valued members, we encourage you to get in touch with your feedback and suggestions for the new site.

Please contact Brian Grange today:

1.888.432.6666

briangrange@westcoastfishingclub.com

Clubhouse Chef to Play Key Culinary Role in Winter Games



Ryan Stone, Executive Chef for West Coast Fishing Club and Canada's representative at the 2011 Bocuse d'Or, has been awarded an important role for the 2010 Winter Games.

Based at the Clubhouse on Langara Island from June to September, Chef Stone will be assuming the position of Executive Sous Chef

at BC Place for the duration of the Games. Overseeing menus for all VIP suites, Chef Stone's tantalizing dishes will be presented to World Leaders, Presidents and Prime Ministers from the colourful opening ceremony through to the grand finale. Working closely with Sean Kavanaugh, Executive Chef of Sports and Entertainment at Centre Plate (catering suppliers to BC Place and the Vancouver Convention Centre), the chef team will be catering for up to 5000 people per day.

Needless to say, preparations are already well underway to ensure that all catering runs in seamless West Coast Fishing Club style.

North Island Lodge 2010 Olympics

North Island Lodge, will be moving to False Creek to take up a very special place in Downtown Vancouver for the 2010 Winter Games.

Normally residing in the waters off Langara Island, the lodge will be moored directly under the Granville Bridge, providing Olympic accommodation for a corporate client who has signed for the month of February.

Positioned at the heart of the action, the lodge will be just a short boat ride from Olympic venues, BC Place and GM Place. When the sun goes down, the spacious back deck will be the perfect spot to enjoy a view of the nightly fireworks.

There are few places left in the world where time stands still.



THE
WEST COAST
FISHING CLUB

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westcoastfishingclub.com