



BUBBA® x Major League Fishing® to Launch SCORETRACKER LIVE® Tournament Platform for All Anglers, Organizers

July 14, 2025

BUBBA® App to Exclusively Launch MLF® SCORETRACKER LIVE Beginning Spring 2026

COLUMBIA, Mo. and BENTON, Ky., July 14, 2025 /PRNewswire/ -- BUBBA, a leading fishing brand known for its mobile fishing app and innovative Smart Fish Scales, and Major League Fishing (MLF), the world's largest tournament-fishing organization, have partnered to bring seamless tournament hosting capability and the thrill of live scoring to anglers, organizers and fans everywhere by integrating MLF SCORETRACKER® technology into the BUBBA app to create SCORETRACKER LIVE, beginning Spring 2026.



Host Tournaments Like a Pro

Whether you're running a professional league, college team, high school competition, fishing club, or just a friendly neighborhood derby –SCORETRACKER LIVE empowers tournament organizers to build, host and manage custom fishing tournaments with ease. All from one platform.

The MLF® Bass Pro Tour Experience at Your Fingertips

Feel the thrill and intensity of Major League Fishing with live, real-time SCORETRACKER LIVE leaderboards on the BUBBA app. Using compatible BUBBA scales, including the Pro Series Smart Fish Scale (SFS) and the BUBBA Smart Fish Scale (SFS) Lite, anglers can rapidly catch, weigh and release their fish, while the catch data automatically syncs with SCORETRACKER LIVE.

Everyone's Watching

From the dock, a couch, or across the country, spectators can experience SCORETRACKER LIVE tournaments as they happen – live scoring, from anywhere. Just like the pros.

Support Sustainable Fishing

SCORETRACKER LIVE allows everyone, everywhere to participate in catch, weigh, and immediate-release tournaments with real-time scoring, reducing fish stress and mortality. Thanks to the BUBBA Smart Fish Scale, BUBBA app and MLF SCORETRACKER technology, anglers and organizers can support conservation while enhancing the thrill of competition with live, real-time scoring.

Proven and Reliable Performance

The BUBBA Pro Series SFS, BUBBA app and SCORETRACKER have logged over 63,000 hours of intense, real-world use in MLF events, including the 2025 season, making it the most thoroughly tested and vetted on-the-water scoring platform in existence.

"SCORETRACKER is absolutely intense! At all times, you know you've got to put the pedal to the metal. Knowing you've got to catch that next fish, or that a guy is getting some momentum and starting to catch up with you, it pushes you harder, lets you process information faster, and makes you a better angler. And now with SCORETRACKER LIVE and BUBBA, any angler or fan can experience that intensity."

– Jacob Wheeler

Three-Time Bass Pro Tour Pro Angler of the Year

Introduced in 2023, the revolutionary BUBBA Pro Series SFS and BUBBA mobile fishing app deliver speed and accuracy for anglers by allowing them to rapidly weigh their catch, automatically upload the data to the connected BUBBA app and immediately release every fish. No need to transport fish to shore for a weigh-in. MLF named the BUBBA Pro Series SFS the Official Scale of Major League Fishing beginning with the 2024 season, citing its rapid data capture, accuracy and communication features that support the catch, weigh, and immediate-release format long advocated by the league to drive tournament excitement and conservation.

The MLF SCORETRACKER platform is currently accessible only by MLF administrators and pro anglers, and visible to Bass Pro Tour fans following the action live on [MajorLeagueFishing.com](https://www.MajorLeagueFishing.com), the MLF app, RUMBLE, MOTV and Game and Fish TV. The new, integrated SCORETRACKER LIVE platform will allow any angler, school, team or organization to use the platform to host and manage a tournament from anywhere while providing live scoring for fans. The organizer simply downloads the BUBBA Fishing app, purchases a Pro Subscription, clicks SCORETRACKER LIVE, and follows the easy setup process to build and manage a real-time scoring tournament, including inviting anglers to participate, managing entry fees and payouts, and enforcing custom rule sets. Anglers participate by launching their BUBBA app with paid Pro Subscription, selecting the SCORETRACKER LIVE tournament to which they were invited, and weighing their catch on a BUBBA Pro SFS or SFS Lite scale during tournament hours. Both anglers and fans can track tournament results live for FREE via the real-time leaderboard in the BUBBA app or at [SCORETRACKERLIVE.com](https://www.SCORETRACKERLIVE.com).

"Today's announcement marks an exciting step forward in the evolution of tournament fishing," said Boyd Duckett, President and CEO of Major League Fishing. "At MLF, we are focused on improving bass fishing by creating experiences that are engaging for anglers and fans while removing logistical hurdles for organizers and promoting stewardship of our natural resources. By partnering with BUBBA to expand availability of our SCORETRACKER platform, we are enabling anglers around the world to experience the thrill of competing in real-time scoring events, just like the

Bass Pro Tour pros. We are changing tournament fishing forever, and I could not be more excited about the future of our sport and our fisheries."

Brian Murphy, President and CEO of American Outdoor Brands, Inc., parent company of BUBBA, said, "Bass fishing holds a special place in the hearts of the 30 million American bass anglers and their fans, and at BUBBA, we have always worked to provide them with the absolute best tools. BUBBA is proud to partner with Major League Fishing to play an important role in advancing and preserving this pastime, giving today's tournament anglers a competitive edge, while helping to sustain bass populations for generations to come. Together, we continue to pioneer the sport of bass fishing."

Join BUBBA and MLF at ICAST 2025 in Orlando, Florida, in Booth #5139 on Wednesday, July 16, at 3:30 PM, for more information.

About BUBBA®

A member of the American Outdoor Brands, Inc. (NASDAQ:AOUT) family, BUBBA® is a leading lifestyle brand specializing in high-quality fishing tools and accessories. With a commitment to innovation and excellence, BUBBA® delivers premium products designed to enhance the angling experience. From fillet knives to fishing scales, BUBBA's tools are trusted by professional anglers and fishing enthusiasts worldwide. For more information about BUBBA®, visit [BUBBA.com](https://www.bubba.com).

About Major League Fishing

Major League Fishing (MLF) is the world's largest tournament-fishing organization, producing more than 250 events annually at some of the most prestigious fisheries in the world, while broadcasting to America's living rooms on CBS, Discovery, Discovery+, Discovery GO, Animal Planet, Outdoor Channel, VICE, CBS Sports Network, World Fishing Network and Game & Fish TV, and on demand on MyOutdoorTV (MOTV). Headquartered in Benton, Kentucky, the MLF roster of bass anglers includes the world's top pros and more than 30,000 competitors in all 50 states and 20 countries. Since its founding in 2011, MLF has advanced the sport of competitive fishing through its premier television broadcasts and livestreams and is dedicated to improving the quality of life for bass through research, education, fisheries enhancement and fish care. For more information, visit www.majorleaguefishing.com.

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