



NEWS RELEASE

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COUSINS TACKLE ADDS 18 NEW COLORS TO ITS LINE OF TOP-QUALITY, AMERICAN MADE OFFSHORE TROLLING LURES

New 6-Inch Vinyl Trolling Lures Getting Slammed by Tuna, Dorado and Yellowtail

Cousins Tackle Corp. has added 18 new colors to its line of top-quality, American-made vinyl-skirted offshore trolling lures. These new models have effectively doubled the company's roster of skirted trolling lures, providing offshore anglers with a variety of new ways to "catch the interest" of bluefin, yellowfin, dorado, yellowtail and other offshore gamefish.



Each of these new color patterns has been developed by offshore fishing experts, then hand-manufactured in Cousins' Huntington Beach, California factory by lure-building craftsmen with decades of experience. These new colors are designed to incorporate popular fish-attracting colors in new combinations and patterns, including high-contrast stripes and realistic fish-skin reflective finishes.

Among the family of Cousins' new 6-inch, 2.2-ounce trolling lure models are: Canary Yellow (#220), Blue Adios (#222), Orange Dolphin (#223), Midori Sour (#236), Kryptonite (#225), Lemon Drop (#226), Clown Fish (#227), Purple Twilight (#228), Purple Nightmare (#229), Pink Pearl (#230), Beta Red (#231), Angel Fish (#232), Zebra Fish (#233), Penguin Suit (#234), Silver Fin (#235), Northern Jig Boat (#224), Petrolero (#237) and King Triton (#238).

"With the West Coast experiencing a general scarcity of live bait, this offshore season has seen a lot fish taken on the troll," said Cousins Tackle CEO Bill Buchanan. "These colors were designed to stop the boat under a range of different light and water conditions, times of day and available forage. And with so many anglers trolling, it never hurts to pull something they haven't seen a million times already this season," added Buchanan, whose father owned Sevenstrand Tackle decades ago and laid the groundwork for the creation of the industry's iconic Tuna Clone trolling feathers.

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These new lures are now available through authorized Cousins Tackle dealers nationwide. For more information on Cousins complete line of offshore trolling lures, or the company's full line of premium quality, American-made rods for freshwater, inshore, bay and saltwater fishing, go online to www.cousinstackle.com.

About Cousins Tackle Corporation

Cousins Tackle Corporation is run by real-life cousins and fishing industry legends Bill Buchanan and Wade Cunningham, who together helped create iconic brands including Sage, Seeker, Fenwick, Sevenstrand, Berkeley, Spiderwire, Stren, Abu Garcia, Abel and Shikari. Cousins manufactures a full line of premium quality rods for most styles of fresh and saltwater fishing, as well as a selection of proven trolling lures and skirts, all in its Huntington Beach, California facility. American made Cousins products are available nationwide through select independent fishing tackle retailers.

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