



## **NEWS RELEASE**

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### **COUSINS TACKLE COMPANY SET TO UNVEIL FULL LINE OF PREMIUM QUALITY, AMERICAN-MADE RODS AND FISHING LURES**

**All-Star Team of Industry Veterans and Design/Manufacturing Experts Working to  
Make a Splash With Tackle Dealers and Anglers From Coast to Coast**

**(July 10, 2013)** -- Cousins Wade Cunningham and Bill Buchanan have a knack for understanding what fishermen want and the sport fishing industry needs. More importantly, they also possess the design and manufacturing expertise to deliver the goods. This is a powerful combination; one that has helped create such iconic and successful fishing tackle brands as Sage, Seeker, Fenwick, Sevenstrand, Berkeley, Spiderwire, Stren, Abu Garcia, Abel and Shikari.

Now these two industry innovators are ready bring premium quality, American-made rods, rod blanks and skirted lures to the fishing public as Cousins Tackle Corporation, headquartered in the coastal community of Huntington Beach, California. Its production staff of 25 includes some of the most experienced rod designers and builders in the business, as well as experts in creating lifelike, realistic plastic skirts and trolling lures that reliably bring tuna and billfish fish into the spread. Today, Cousins employees are crafting high modulus graphite, graphite composite and fiberglass rod blanks based on Cunningham's exacting designs, fitting them with the finest available components and finishing them with meticulous attention to detail. Cousins plans to have its rods in independent tackle dealers nationwide over the next 60 days.

"Although we can trace our roots to the Southern California saltwater fishing scene, we are building rods for fresh and saltwater fishermen across the country," said Buchanan, Cousins President and CEO. "Our line will include rods for trout to tuna, and everything in between, all crafted with pride in America. When an angler picks up any Cousins rod, he will immediately recognize the thought and expertise that went into its design and construction."

Buchanan and company Vice President Cunningham have the rod-manufacturing pedigree to deliver on this promise; having worked together at Fenwick – where the first high-modulus graphite tubular style rods were built – at a time when the company was putting out 1,000 rods per day.

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Among Cousins' full line of quality rods will be the new **IM-8 Graphite Freshwater Rod series**, with 38 casting and spinning models engineered for specific bass, trout, walleye and steelhead techniques. These rods feature quality IM-8 graphite blanks with a gloss clear finish, refined actions for technique specific performance, Fuji K-Series "Tangle Free" Alconite guides with black stainless steel frames, Fuji graphite reel seats with black fittings, and hand-sanded and fitted Grade A cork grips. Each rod is treated with three coats of slow cure, UV-resistant Flex Coat for good looks and durability.

The new Cousins **XF Inshore Series** of lightweight graphite rods has been engineered for outstanding sensitivity, lightness and hook-setting power. Finely tuned actions and tapers help inshore anglers fish plastics, baits and jigs with precision. Quality features include Fuji K-Series stainless steel frame Alconite guides, Fuji reel seats with black silver fittings, and hand-turned cork handles. Each one of these 22 casting or spinning rod models is triple-wrapped with distinctive black, metallic blue and silver threads and finished with three coats of UV-resistant slow-cure finish – for durability and lasting good looks.

Cousins offers bay and light line inshore anglers the new **LSW (Light Saltwater Series)** rods, 25 models built on Cousins' Graphite II blanks. Each lightweight model is finely tuned to provide the action, sensitivity and power required for specific inshore and bay fishing techniques, whether it's stalking snook, bonefish or permit on the flats, battling a bull-headed redfish or gator trout, or fishing West Coast-style saltwater bass tournaments. Each spinning or casting model is built with Fuji K-Series guides with superline-proof Alconite inserts and polished stainless steel frames, Fuji reel seats with black stainless steel fittings and hand-sanded cork handles. Each one is painstakingly wrapped with black, blue and silver metallic thread and treated with three coats of UV-resistant, slow-cure finish for a custom-rod look that stands the test of time.

Offshore anglers will appreciate the new Cousins **SE Series Graphite Composite Offshore Rods**, a full family of premium saltwater sticks designed for West Coast California and Baja-style fishing. Refined actions cover the gamut of live bait, jig fishing, and stand-up tuna applications. Lightweight graphite composite blanks are finished with ALPS S-6 316 Stainless frame guides with Rolled Ring Design (RRD) and hard aluminum oxide inserts. All roller models feature the finest AFTCO roller guides and tip tops, Guides are triple wrapped and treated with Cousins' three-coat UV-resistant finish. Most models feature premium Hypalon sponge rubber grips and sturdy Fuji reel seats with matte silver fittings. Five "Deckhand Style" SE Series models feature cork tape wrapped grips for lighter weight and custom reel positioning.

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These are only highlights of the comprehensive rod offerings Cousins plans to introduce in 2013/2014 – all made with pride in the U.S.A. and backed by the company's Limited Lifetime Warranty and Cousins Tackle Factory Service Plan. When complete, the Cousins rod line will also include fiberglass steelhead and salmon rods, fiberglass spinning rods for specialized light-tackle trout techniques, and rods for many other angling applications. With these two cousins' creativity and drive to tailor rods with "just the right action" for every angling method, the Cousins line-up of premium quality rods will continue to evolve and grow in the coming months and years.

By building its premium quality rods in Southern California, Cousins Tackle is revitalizing what was once a storied tradition of fishing tackle innovation. The impact, however, will be felt far beyond the West Coast. Cousins will support independent tackle dealers across the country by only selling its rods through an exclusive dealer network.

In the same facility where Cousins rods are being built, a separate manufacturing line has been established to make premium quality plastic skirts and skirted trolling lures. Not only are many of these based on time-proven designs, colorization and hand-manufacturing techniques developed during the Sevenstrand Lures days, Cousins has even brought back some of the original lure-making artisans with their decades of experience. The result will be the finest skirts and offshore trolling lures on the market, as time-proven designs are molded together with innovative new ideas.

To learn more about this new American tackle company and its complete line of premium quality rods, skirts and lures, contact Cousins Tackle Corp. at (714) 893-0423 or visit [www.cousinstackle.com](http://www.cousinstackle.com).

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