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COUSINS TACKLE UNVEILS NEW RAZE SERIES HIGH-MODULUS GRAPHITE RODS FOR FRESHWATER AND INSHORE ANGLING

Full Family of Rods Makes Cousins' Precision Actions, American-Made Quality and Fishing Performance Accessible to More Anglers

Cousins Tackle Corp. has launched its new Raze family of rods, bringing Cousins' American-made quality, precision-tuned actions and fishing performance within reach of more anglers than ever before.



The new Raze family includes more than 35 models designed for a variety of freshwater and inshore saltwater fishing needs. Raze rods are all hand crafted beginning with lightweight, high-modulus graphite blanks rolled in Cousins own Huntington Beach, California factory. Each Raze rod is then finished with high-quality Fuji components, hand-wrapped by rod-building experts and treated with a UV-resistant, slow-cure coating for durability and long lasting good looks.

This level of American-made quality is something anglers have come to expect from Cousins. New Raze rods, however, come with something more — retail pricing designed to make these rods accessible to a greater range of anglers, from tournament pros to weekend warriors. With list prices ranging from \$145 to \$275 and special discounts and instant cash rebates in effect through Labor Day, anglers will be able to carry these new Raze rods out the door of their authorized Cousins retailer for \$104 to \$198.

The Raze family includes 14 spinning and trigger-style bass models engineered to provide sensitivity, power and technique-specific actions. Five two-piece Raze trout rods are precision designed for popular lure and bait fishing techniques. Three two-piece Raze surf models are specially engineered for light-tackle surf fishing with baits, soft plastics and crankbaits.

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The Raze family also includes 15 casting and spinning models engineered for inshore saltwater angling. With superior sensitivity, fast and extra-fast actions and the power to control hard-fighting fish, these rods meet a variety of inshore challenges on both coasts. Whether its West Coast calico bass, yellowtail, seabass, stripers and halibut, or powerful snook, tarpon and redfish out East, Raze Inshore Series rods are up to the task.

New Raze rods are scheduled to appear in authorized dealers starting Summer 2014. These rods are backed by Cousin's limited warranty and factory service. To learn more about the new Raze rod family — or the more than 300 models of quality, American-made rods offered by Cousins for all styles of fresh and saltwater fishing — go to your local Cousins tackle dealer, call Cousins at (714) 893-0423 or visit www.cousinstackle.com.

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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, Berkley, 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.