



NEWS RELEASE

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COUSINS TACKLE CORPORATION INTRODUCES AMERICAN-MADE SE SERIES GRAPHITE COMPOSITE OFFSHORE RODS

Conventional, Spinning, Stand-Up and Special “Deckhand Style” Rods Cover Everything From Local to Long-Range Fishing

Cousins Tackle Corp. now offers a full family of Graphite Composite Offshore rods — each model fine-tuned for optimum fishing performance and hand crafted in America using the finest quality materials, components and attention to detail.

Cousins’ new SE Series Offshore Rods family boasts both conventional and spinning Live Bait Rods ideal for light to medium live bait fishing. With Fast and Extra-Fast actions and ratings from 12-20, 15-20 or 20-30 pound test, these rods are lightweight and sensitive enough to flyline live baits with ease, yet they pack the “backbone” and strength to battle strong fish to the boat.

The SE Series also includes five Jig & Heavy Bait Rods designed for tossing medium to heavy baits, as well as fishing medium to heavy jigs yo-yo style or “on the slide.” These 6’6” and 7’ conventional models feature Fast and Extra-Fast actions and are rated for 25-40, 30-40, 30-50 and 40-50 pound test. All Live Bait and Jig & Heavy Bait rod are built on premium quality graphite composite blanks manufactured in Cousins’ Huntington Beach, California factory. Cousins utilizes only the finest components, including soft, yet durable Hypalon sponge rubber grips, Fuji DPS or DPSH reel seats, and ALPS S-6 stainless steel frame guides with hard aluminum oxide inserts. All guides are triple wrapped by hand with attractive black, silver and blue metallic threads and treated with three coats of UV-resistant slow-cure finish. MAP Pricing for the Live Bait and Jig & Heavy Bait Rods ranges from \$335 to \$370.

The SE Series offers big game anglers five Stand-Up Tuna Rods, including 6’ Heavy and Extra-Heavy models rated for 30-50 and 50-80 pound test, respectively. For Extra-Heavy bait and jig-fishing applications, Cousins also has 5’6” and 6’ 50-80 pound rods with all AFTCO heavy-duty roller guides and machined aluminum reel seats. For big-tuna specialists, the series includes a 5’9” 60-100 pound XX-Heavy stand-up rod with special AFTCO Wind-On roller guides, ideal for fishing heavy braid with wind-on leaders. These rods carry MAP prices ranging from \$365 to \$585.

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Cousins SE Series Offshore Rods/Page 2

Rounding out the SE Series is a family of conventional “deckhand style” rods designed for a range of bait and jig fishing applications. Featuring the ultralight cork tape-wrapped butt with Turk’s Head favored by Southern California captains and crews for decades, these sticks allow for custom reel placement. This versatile series is perfect for tossing medium to heavy baits or throwing the iron for everything from bass to boiling yellows. Deckhand Style models include 8’ and 9’ 20-30 pound rods, 8’ and 9’ 25-40 pound rods, and an 8’ 30-50 pound rod for heavy jig fishing work.

Each Cousins SE Series Offshore rod is backed by a limited lifetime warranty with Cousins Tackle Factory Service. To learn more about this new rod family, or any of the company’s premium quality rods for all styles of fresh and saltwater fishing, contact Cousins Tackle Corporation at (714) 893-0423 or visit www.cousinstackle.com to find your nearest dealer.

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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