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Photos: Cover provided by <u>Livingston Lures</u>. Index, rear cover & assorted ICAST 2014 photos provided by the <u>American Sportfishing Association</u>. Thank You!

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ICAST 2014 was a blast to attend this year and as you read through this edition of OutDoors Unlimited Magazine you will see the BEST the show had to offer. This edition of Outdoors Unlimited Magazine is our "Top 99 Products of ICAST." Lures, rods, reels, paddle boards, electronics, kayaks and more.

Why a Top 99 of ICAST? For years the products introduced at ICAST were a treasured secret and the everyday angler might hear about the top vote getters in a national magazine or fishing column from your local outdoor writer. In comes the internet and social media, and even today you are now only hearing about the top vote getters



and a few products that stood out to one group or another, with very little details.

How did we choose these 99 fishing items? Simple! If we wanted them for ourselves or we thought a fishing buddy would want it, it was picked. And yes, we had way more than 99 on our list, so we did a little trimming (culling).

What are you hoping to see in your local tackle stores to improve your time fishing?

Bass jig anglers use many styles, that include football, wedge head and swim with many more other types. Flat silicon skirts are the industry standard, but Z-Man lures has changed that. Their new jigs have a skirt style you have never seen. And these skirts hold air bubbles.

Fatigue can be a challenge on hot long days on the water. Rod weight can make your day longer and more strained. Denali Rods already has great fishing rods, but their Rosewood and JC lines are here with a new twist, they are up to 25% lighter.

Most anglers like to toss, skip and flip frogs. But, are all frogs created equal? Snag Proof's Chris Lane spent some time talking about the great benefits to the Guntersville Flash. This is one versatile bait.

Tell us the truth about travel rods. Most just plain stink? Flying Fisherman Passport rods are just the ticket and they are real quality.

Panfish anglers are always looking for the next best mini plastics, and we think the new line from

Trigger, will trigger more bites.

Please enjoy this ICAST review and we hope to give you new ideas for the coming year.

You can also follow us on <u>Facebook (NEW PAGE Just</u> <u>Launched)</u>, <u>Twitter</u>, <u>Pinterest</u> and Google Plus.

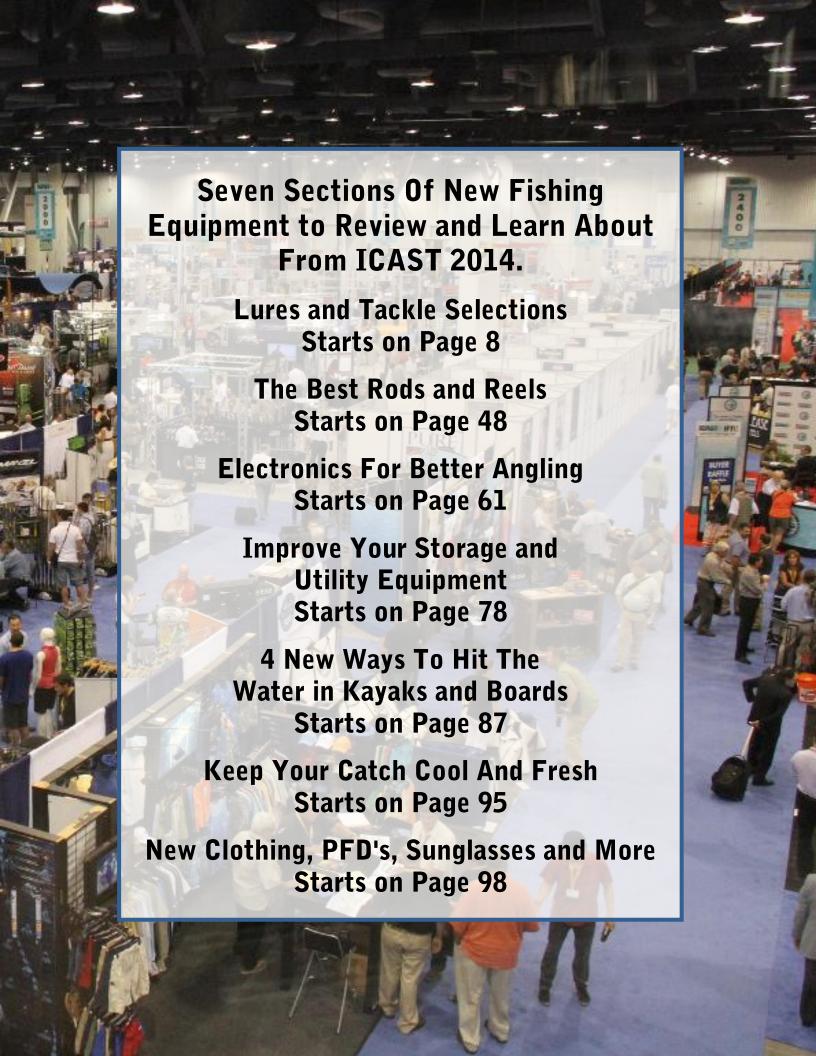
And please, enjoy the outdoors.

Co-Founders of
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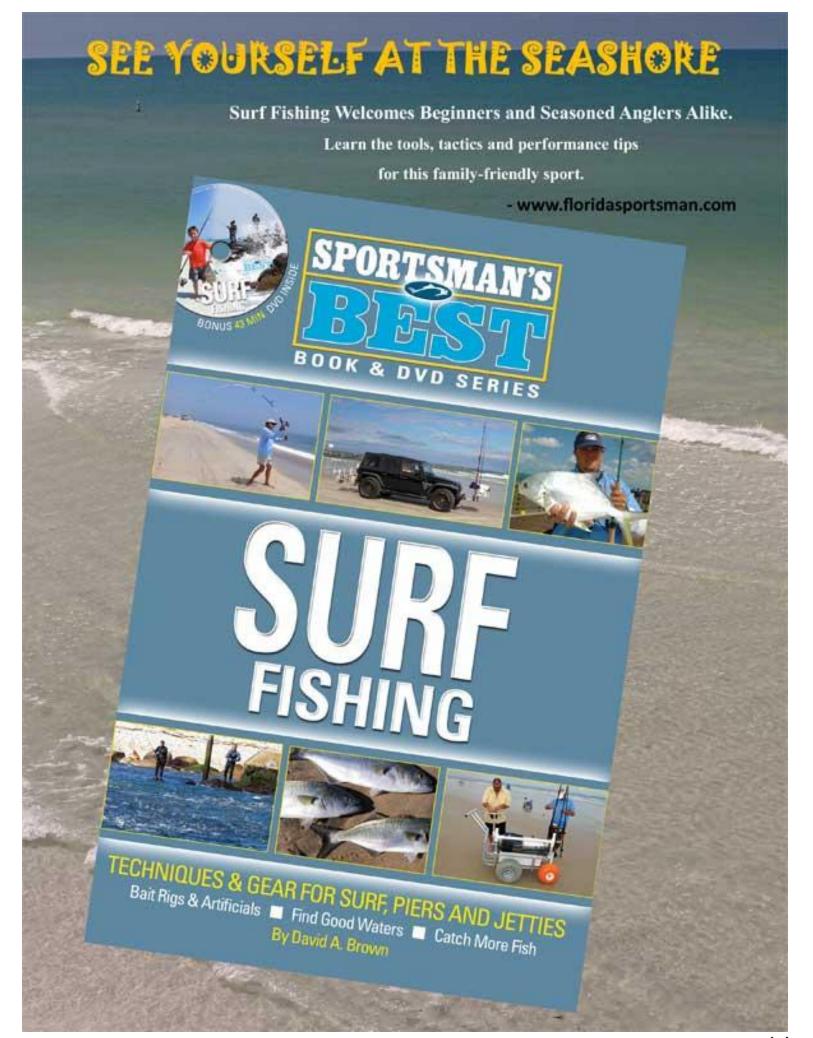














ICAST Lures and Tackle

Pop ShadZ™

Foremost among Z-Man's new-for-2015 products is the Pop ShadZ[™], a 5-inch soft plastic topwater bait unlike anything else on the market. Both fresh- and saltwater anglers alike recognize the effectiveness of poppers at

calling in fish from a distance and eliciting surface strikes. However, anglers have been limited in the past to hard baits armed with multiple treble hooks when situations call for ruckus-raising, floating





topwater baits. Thanks to ElaZtech super-plastic technology, Z-Man is able to roll out the very first true soft plastic popper, something that simply cannot be duplicated with traditional soft plastic materials. Not only will the Pop ShadZ cause a commotion on the surface and float a heavy-gauge hook on the pause, but it will also walk through grass, pads and other cover without snagging, all the while offering a natural texture and ultra-soft feel that will have all types of game fish coming back for more.

The Pop ShadZ boasts the profile and body shape of a baitfish, yet thanks to its cupped face, pops,

spits, and chugs when twitched along the surface for maximum fish-calling action. Best rigged with a wide gap 4/0, 5/0, or 6/0 hook, its belly slot and shallow dorsal pocket makes weedless rigging and solid hooksets a breeze. This one-of-a-kind soft bait is equally at home for a variety of fresh- and saltwater applications, from skipping under mangroves for laid-up snook and redfish, to working through dense lily pads for largemouths, to drawing vicious topwater explosions from blitzing blues and stripers. And, like all ElaZtech plastics, the Pop ShadZ is extremely durable, capable of withstanding any schooling onslaught with a single bait, enabling anglers to capitalize on small feeding windows without having to break to search for and re-rig a new bait. For more information, please visit www.zmanfishing.com.

Project Z™ Football and Flip 'N Cast Jigs

Given its 25-plus years of experience in the silicone skirt business and recent mission of bringing new technology and innovations to anglers, the unique look of Z-Man's new



Project Z[™] skirted jigs should be a surprise to no one. Offered in two varieties—Football and Flip 'N Cast—these revolutionary new jigs are highlighted by new Z-Tex[™] textured silicone skirt material that traps bubbles on the descent and gives traditional skirted jigs a full, lifelike, three-dimensional look that fish have not seen before. Both jigs are made in the USA using high-quality Mustad® UltraPoint® hoo ks, and the skirts feature the patented quick-change, solid-hub EZ Skirt® design for swift and simple color changes on the fly.

Designed by leading professional anglers and jig makers, the Football Jig features a wide, football-shaped head that minimizes snagging on rough terrain as well as a flat face that slams into rocks and kicks up silt to create fish-attracting disturbances. The Flip 'N Cast Jig sports a versatile crawfish-style head that produces enticing action, slides easily over and through cover, and is perfect for a variety of casting, flipping, pitching and swimming applications. These jigs are hand-painted with color schemes matching the six popular Z-Tex jig skirt patterns and feature molded-in custom keepers that hold all types of trailers securely. For more information, please visit www.zmanfishing.com.



Randy Fish Catching Rigs

Randy's Bass Buffet Rig provides a true finesse presentation in multi-lure fishing. Feature loaded rig is right sized for Spots, Bass, and Smallmouth.

"We showed Randy the prototype and he started improving the idea immediately." stated product manager, TJ Stallings.

The Road Runner lures feature 3-D eyes, hologram paint, premium hooks, and a brass willow blade.

The body features inverse triangulation design for more action. The three-eighths ounce size is perfect for a slow presentation while it is heavy enough for baitcast reels.

The top Road Runner sports a size "1" hook while the bottom lure features a larger size 1/0 hook. (99% of the strikes are on the bottom lure.)

Randy's Bass Buffet Rig also harms fish far less, than ordinary umbrella rigs. All seven rig colors will be available in November and retail under \$8.00.

Colors include: (Head and body color) Lemon Shad-Alewife, Newborn Shad-Opening Night, Copper Shad-Arkansas Shiner, Smoke'n Fire-Salt and Pepper Phantom, Lemon Shad-Chartreuse Shad, Chrome Blue-Albino Shad, Bluegill-Bluegill. Dealers may call Ron Stallings at 1800/77HOOKS for more information.

OutlawMAX Rattling Jigs

Works best when fishing for these species of fish: Crappie, sacalait, spotted perch, sun perch, bluegill, etc... The Rockport Rattler® OutlawMAX ™ jigs come with three Arberdeen style hook in Black Nickel finish per jig. This helps when the larger crappie are very aggressive in the spring and helps your catch to strike ratio. These are available in hook three sizes. (smallest), #2 and #1 (largest). Each contains a



rattling chamber in the body of the jig. To enhance the fishing attracting qualities of the built in rattle, we use high quality light reflecting eyes. The Rockport Rattler® OutlawMAX ™ jigs work extremely well with your favorite crappie grub or tube and/or tipped with a minnow. A keeper barb is not needed as the plastics will hold on to the rattler chamber quite well, unless you are using a very large tube. The #4 hook OutlawMAX ™ jigs come in two weights - 1/8 oz or 1/4 oz. The #2 hook OutlawMAX ™ jigs come in three weights - 1/8 oz, 1/4 oz and 3/8 oz. The #1 hook OutlawMAX ™ jigs come in three weights - 1/4 oz, 3/8 oz and 1/2 oz. Two jigs per package



YUM Sharp Shooter Has Bass In The Crosshairs

The new YUM Sharp Shooter drop shot and finesse worm features all of the qualities of a hand-pour – soft, supple plastic, a flat bottom that provides a horizontal attitude on the hook, and a flat, thin tail flare. While the Sharp Shooter is designed for use on a drop shot rig, it also catches bass when rigged on a light-wire jighead or even a downsized Texas rig.

YUM worked with some of the best drop-shot anglers in the world to develop this new bait. The new Sharp Shooter worms are thin in diameter to increase that lifelike undulation that triggers strikes. The



Sharp Shooter features a soft, smooth body, and the enticing spear-like tail moves with every rod twitch or tiny breath of current.

The new YUM Sharp Shooter drop shot and finesse worm is available in two sizes, 4 ½- and 6-inches, and is available in eight color patterns selected by professional fishermen. Colors include versions that excel in clear as well as stained water. For more information go to www.yumbaits.com.



Smartbaits

Unique water temperature activated colorchanging baits catching anglers' attention; and fish too. Want to see something that's new, instantly impressive, sure to be an industry hit and a big seller?

Get a first look at the new water temperature activated, rapid color-changing Smartbaits™.

"Smartbaits made a trial run at the Bassmaster Classic," said Sammy Lee, "and anglers' reactions -- including Classic competitors -- were amazing. Three legendary TV pros, all Bass Fishing Hall of Famers, called the patented technology 'industry changing.'"

"Smartbaits' unique chemistry imitates wounded, bleeding prey fish, changing color at different water temperatures and depths," said owner Michael Dingman. "Predator fish, like large bass, hone in on those colors of injured, bleeding smaller fish and attack.

"Smartbaits incite that attack. In cold deepwater or warm shallow water, just one Smartbaits lure quickly changes colors inciting more fish strikes."

"They do catch fish and do exactly what they say they do," said Lee, a former pro angler.

Smartbaits is introducing a huge variety of hard baits in jerk, crank and vibrating styles plus soft baits in a variety of worms, grub and swimming baits. There are also reusable glow-in-the-dark baits that last for eight hours and a line for kids.

"Youngsters are fascinated at how the baits rapidly change colors," said Lee. "It's an instant hit and a great way to get them involved, bonding in the outdoors and catching fish."

Visit Smartbaits' owners Leslee and Michael Dingman at booth 616 to see how these baits quickly change in warm to cold water and how the baits' red bellies appear to bleed inflaming a strike. Smartbaits' website is www.Smartbaits.net.



Rebel Bluegill Makes The Perfect Appetizer for Hungry Bass

Anglers know that gamefish eat bluegills like Bubba goes through a case of Little Debbies, and the new Rebel Bluegill looks and acts so much like a vulnerable panfish that it should come



with crème filling. It doesn't, of course, but what it does have on the inside is pretty tasty – it's a casting system in which the single rattle moves to the end of the bait during the cast to add distance and accuracy. This casting system, however, is just the start of the fish-catching features of the new Rebel Bluegill.

The Bluegill's petite square bill deflects the bait off cover and snags, and takes the lure to about 3-feet deep. The bait body is distinctly bluegill-shaped, and the paint jobs perfectly mimic bluegills and other panfish. The single rattle produces a fish-attracting thump that really gets the attention of hungry predators. Unlike most other crankbaits, the Rebel Bluegill is equipped with barbless trebles to produce less damage to deeply hooked fish. Rebel engineers determined that landing a fish depends more on keeping constant pressure on it during the fight, and the presence of a barb does not substantially increase the percentage of landed fish. Why cause undo damage to the very resource we live for? The 2 3/8-inch Rebel Bluegill is available in four color patterns that mirror the most common sunfish. For more information go to www.rebellures.com.



Fishsticks Lure Enhancer

Fishsticks Lure Enhancer was developed by a tournament fisherman who wanted a way to keep scent on his baits without having to constantly re-apply.

All of our products are made in the USA, made from 100% natural baitfish, will not melt

under 130 degrees and come in both .5oz and .15oz easy to apply retractable solid proven tubes that easily fit in a shirt pocket or tackle box. When using Fishsticks the fish smell and taste the real thing, and because the scent is applied directly to the bait, there is virtually no waist. No more watching your expensive spray scents disappear in the wind and water or blow all over your clothes or



electronics. Fishsticks Lure Enhancer stays on cast after cast. It works on hard baits, soft plastics, metal spoons, and most any type bait.

Bass fisherman love our Shad scent which has a touch of Anise and also our Crawfish scent with Garlic. Salt water and brackish water fishermen increase their catches with our shrimp or mullet sticks, and our minnow and worm sticks are a favorite with Crappie fishermen and work with most any game fish. We continue to receive great testimonials from anglers all over the country! Both pros and weekend anglers have told us stories of how Fishsticks Lure Enhancer has increased their catch ratio and because Fishsticks tastes like real baitfish, fish tend to bite harder and hold on longer.

Fishsticks has been in the process of improving manufacturing operations to allow us to offer newer more innovative products in the future. Be on the lookout for new products such as UV enhanced products, catfish baits, and various saltwater combinations.

Give Fishsticks Lure Enhancer a try. We believe you will join the thousands of satisfied fishermen who have discovered that our unique stay-on scents have changed the way they fish.

Should you have any requests or suggestions please send us your comments at marketing@fishstickslureenhancer.com and visit our website at www.fishstickslureenhancer.com or "Like" us on Facebook at www.facebook.com/fishstickslureenhancers. Thank you and good luck in your fishing endeavors!

The Creeper Head

The Greenfish Tackle Creeper Head Jighead is a great shaky head jighead. style They have a flat, wide head attached to Mustad hook and they feature lock for screw bait. The you screw lock allows you to securely attach your bait fish and it through various



kinds of cover. The head design of the Creeper Head will move your bait all over the place when dragged along the bottom or bounced of stumps and rocks. Available 3 per pack.





Livingston Lures: MultiTouch Lures With Multiple Electronic Sounds

Even though it's fabricated from plastic, metal, glue and a multitude of other composite materials, the basic function of an effective bass bait is to imitate something existing in nature that causes a fish to want to bite it. It appeals to either a fish's instinct to eat, or its instinct to attack and defend.

Not satisfied to rely on BBs, beads and blades - longtime "noisemakers" utilized in bass baits - Livingston Lures revolutionized the world of hard baits in 2004 with the introduction of Electronic Baitfish Sounds (EBS)™ technology, which produced the sound of an actual baitfish in distress thanks to an advanced circuit board and smart chip built into each bait. The "smart bait" was born.

The revolution continues in 2014-15 with the introduction of the Team Livingston line of baits, and the ability to "program" your bait with even more natural fish-attracting sounds, thanks to the new EBS MULTITOUCH TECHNOLOGY™ system.

"The original EBS gave us the ability to attract fish by producing the sound of an actual distressed baitfish's gill plates flaring, which was mind-blowing to most anglers - our new EBS MULTITOUCH TECHNOLOGY™, though, puts an even more powerful tool in an angler's hands because it produces not one but four different modes that fish hear in nature," says Livingston's lead bait designer Robert Castaneda, the inventor of EBS. "This allows you to match or adapt to the conditions of your very



specific fishery beyond just the look and action of your bait. It dramatically enhances your ability to attract fish."

EBS MULTITOUCH TECHNOLOGY™ operates the same as original EBS Technology™ (contact with the water closes a circuit between the line tie, hook eyelet and sound-producing circuit board), but it also allows the angler to change the sound emitted underwater from EBS™ Original (gill plates flaring) to EBS™ Craw (snapping shellfish) to EBS™ Shad (panicked/fleeing shad) to a fourth "silent" or "stealth" setting with no baitfish sounds. To change sounds, the angler simply immerses the bait in water for 5 seconds to activate MultiTouch™ and then touches two contact points (the line-tie and front-hook eyelets). Once the angler has the desired baitfish sound, he/she simply releases the contact points.

"The sound menu on the Team Livingston EBS MultiTouch Technology™ baits is really simple to operate," says 2013 Bassmaster Elite Series Angler of the Year Brent Chapman. "A few quick seconds, and you have a bait that's customized to the conditions. It's just a great tool for anglers everywhere."



Snag Proof's Guntersville Flash

Born on a lake known for big bass and a great frog the bite, Guntersville Frog for wins big excitement and effectiveness. Anglers fishing frogs Lake on Guntersville have customized long the Snag Proof Tournament Frog replacing the skirts with rattles. It has definitely

worked for them!

In Chris Lane's signature frog, the traditional skirts have been eliminated and 2 glass rattles have been added to the thighs. Now with the added flash and action of a nickel plated blade! As a result, you get fewer short strikes, more weight, more noise and more vibration in a frog already known for explosive results!

The Guntersville Flash has been outfitted with a Gamakatsu EWG Double Frog Hook. This hook is strong enough to stand up to stout rods, braided line and lots of weeds. The blade is harnessed to the

DU MAGAZINE



hook and is completely removable if conditions warrant. The body, produced with American made plastic, is soft and chewy to the fish yet durable enough to withstand catch after catch. The Guntersville Flash is the go-to frog for B.A.S.S. Elite Series fisherman and Bassmaster Classic champion Chris Lane—why would you choose any other frog? Available now in 4 great colors: Black, Green, Pearl, Mossback, Mink and Wild Bullfrog.

Berkley Havoc Boss Dog

Industry-leading innovations and consistent on-the-water results have elevated Berkley® HAVOC™ baits to the level of must-have gear in any angler's arsenal. But for all of its success, some thought there was still something missing. In the mind of Berkley Pro Gary Klein, the HAVOC line was missing a lizard, so he teamed with the designers at Berkley to create the new HAVOC Boss Dog.

Whether it's on a Carolina or a Texas rig, the Boss

Dog is itching to be thrown down a long point during the post spawn and ready to punch through some cover to find hunkered-down and hard-to-reach bass.

Measuring 6-inches in length, the Boss Dog features highly active, slender legs and an elongated tail, which give the bait an exaggerated and strike-inducing action with even minimal movement. The narrow body of the Boss Dog contains a unique hook channel on the underbelly of the bait to easily conceal hooks. The back of the Boss Dog also has an indented cavity with ribs that hide hook points. The flat bottom of the Boss Dog allows it to sweep up and off the bottom when fishing the Carolina rig. A slow fall soon follows, keeping the bait in the strike zone longer.

A quick pro tip: Klein recommends straight-shanked 3/0 hook for Texas rigged or Carolina rigged baits. The design of the Boss Dog gives bass something different than the typical lizard. Available in 14 different colors with an MSRP of \$3.49 for a package of 10, anglers across the country will be howling to get their paws on the HAVOC Boss Dog.



Introducing Fin-Wing™ - "THE LURE THAT SWIMS"

Keweenaw Tackle Company, LLC is pleased to announce the introduction of a patented new lure, the Fin-Wing[™]. Fin-Wing[™] is a patented lure design that was developed in Michigan's Upper Peninsula and is the result of countless hours of experimenting and testing by its inventors Sigurd Bekkala, his son Harold and grandson Mike, Finnish Americans from Michigan's Copper Country. The complex compound curves produce a unique motion in the water...IT SWIMS! And it works with compatible soft baits which greatly increase its versatility and effectiveness in a variety of conditions. Two hooks are included with the lure, a treble and a "J", providing the fisherman with more options to attract the target species. As a result the lure can be fished in countless ways; cast it, troll it, jig it or create a new method with your favorite compatible soft bait. The color and action combinations are almost endless. The best way to appreciate the unique action is to visit the website, www.KeweenawTC.com, and watch the lure perform underwater. "More flash equals more fish" is the way to describe Fin-Wing™. On water testing has shown the lure to be effective on most all game fish, in both fresh and salt water. The Fin-Wing[™] is available in three sizes; ¼ oz., ¾ oz. and 1.0 oz. and twelve hot fish catching patterns, which cover a wide variety of species and conditions. Lure features include an all brass body, genuine silver plating, high visibility paint schemes that include translucent colors, 3-D eyes and a durable UV finish that shines in dark water. The lures use premium components and are proudly made in the U.S.A. Fin-Wing™, "The Lure That Swims" is sure to increase your fishing success. Keweenaw Tackle Company, LLC is based in Traverse City, MI and is dedicated to providing unique and effective tackle products to the market. The company was created for and is focused on delivering value to the fisherman with products made in the U.S.A. For more information, visit: www.KeweenawTC.com Fin-Wing[™], "The Lure That Swims" is sure to increase your fishing success!





Megabass I Slide 185

Combining Megabass' unflinching standard for quality and advanced engineering, the Megabass I Slide 185 takes S-motion

swimbaits to a whole new level. Whether it's fished fast or slow, the Megabass I Slide 185 delivers a naturalized swimming action with a straight retrieve, but keeps a trick up its sleeve for when big predators begin to follow – a full 360-degree turn.

Built to deliver a big looping turn with a hard twitch, the Megabass I Slide 185 momentarily dart out of the sight of predators, doubles-back, and then returns front-and-center to complete the circle. Unlike anything bass have ever seen, the Megabass I Slide 185 is made to draw strikes from big, oftentimes more cautious bass.

Taking their innovative design a step further, the Megabass I Slide 185 features a patent-pending MAGHOLD magnetic hook-holder system, which keeps the razor-sharp trebles cradled tight to the body of the bait. This streamlined profile creates a more natural presentation and prevents the hooks from tangling during a sharp turn. Offered in a number of brilliantly crafted patterns, the Megabass I Slide 185 gets fish to not just follow, but actually bite. **ORDER LINK**

FIND 'EM AND CATCH 'EM WITH THE NEW STORM® ARASHI™ WAKE CRANK

Searching for active, shallow Bass? Tie on an Arashi™ Wake Crank, says Storm® pro Brandon Palaniuk.

"It's a great search bait — perfect for calling fish in,"

says Palaniuk, the 2013 Bassmaster Classic Runner-Up. "Designed to run just under the surface with a hard, rolling action, it creates a pronounced tail kick that makes a wake that really gets their attention."

Fished fast or slow, the Arashi Wake Crank runs true, creating a consistent fish-enticing wake. A single-ball cadence rattle creates a unique sound and vibration, adding to the Wake Crank's ability to call in fish from a distance.

Productive in both clear and stained water, the Arashi Wake Crank has a spot on Palaniuk's boat deck from the post-spawn period all the way through the fall. "Whenever fish are up shallow, the Arashi Wake Crank's a good option," he says. "Between a topwater and a shallow-running crankbait, it gives the fish a different look." He throws it around laydowns, stumps, weed lines and the edges of lily pad fields.

Like all baits in the Arashi family, the Wake Crank features a circuit-board lip, patent-pending self-tuning line tie, rotated hook hangers, holographic 3D eyes and premium VMC® Black Nickel Hooks. The self-tuning line tie ensures that "Once these baits are in tune, they'll never come out of tune," Palaniuk explains. Circuit-board lip construction allows for a thinner bill, which makes the bait durable and gives it more action at slower speeds. Rotated hook hangers accommodate larger hooks.

The Arashi Wake Crank comes in 16 colors: Hot Blue Shad, Bluegill, Baby Bass, Crappie, Blue Back Herring, Wakasagi, Ghost Hitch, Pro Blue, Rusty Craw, Mossy Chartreuse Craw, Red Craw, Hot Chartreuse Shad, Parrot, Black Silver Shad, Green Gold Shad and Black Chartreuse Shad. Suggested retail price: \$8.99

Megabass Honjikomi Bottle Shrimp

Megabass has been exporting incredibly effective and innovative lures since the mid

90's, and continues to produce some of the most popular lures being thrown today. Megabass's uncanny ability to create eye-catching lures transcends into the arena of soft plastics very well, as evidenced by the Megabass Honjikomi Bottle Shrimp. Built with unwavering Japanese intricacy, the



- Use for casting, drifting, trolling.
- Great for bass, crappie, salmon, trout, walleye and other fish.
- Fish areas that are out of bounds for conventional sinkers.
- Keeps the bait in the fish strike zone

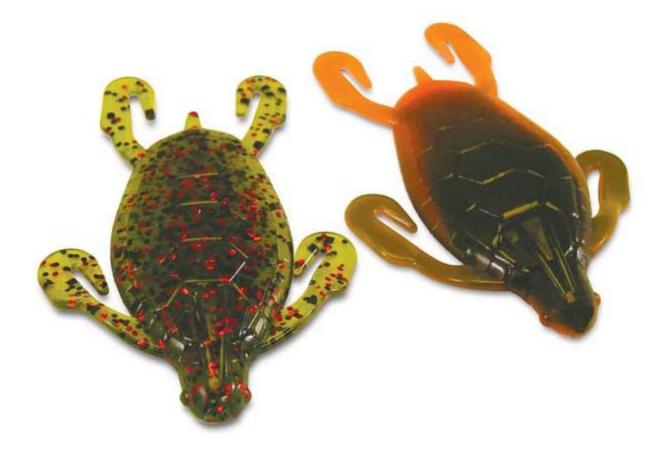
www.salamandersinkers.com

• Use with all types of bait.

opular lures being thrown today. Megabass's



Megabass Honjikomi Bottle Shrimp is a lethal freshwater and crayfish prawn imitation. Packed with an organic blend of natural flavors, the Megabass Honjikomi Bottle Shrimp features ribbed a construction adorned with two buoyant claws that create an enticing defensive crawfish presentation. Available in a number of proven Megabass colors, the Megabass Honjikomi Bottle Shrimp works particularly well on both a Texas-rig and as a jig-trailer. ORDER LINK.



New Bombshell Turtle HYBRID Features

High-Action Legs, Slender Body Profile for Casting and Swimming

The Bombshell Turtle Hybrid has an elongated shell that enables bullet-like casting and a slender body profile to allow better swimming through vegetation. This design also makes it easier for anglers to set the hook more efficiently. The elongated shell and claw-like legs can also imitate a crab profile. The legs are designed for maximum action during a weighted retrieve. Or let it descend horizontally with a slow "do-nothing" finesse action using little or no weight so that it mimics a turtle's natural fall.

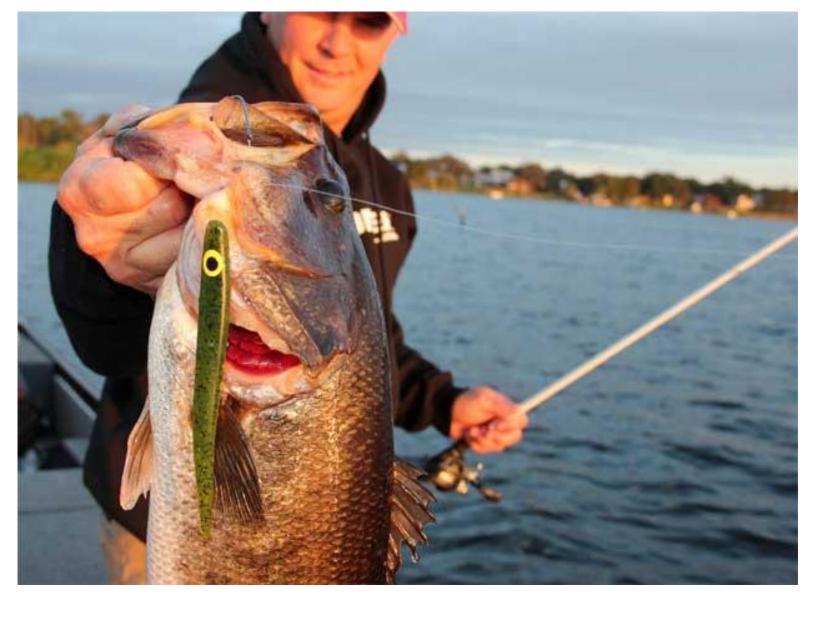
For more than 35 years, underwater documentaries have proven that largemouth bass instinctively attack egg-robbing turtles during the bedding season. Now both fresh and saltwater catches worldwide on the Bombshell Turtle PROVE gamefish of all kinds naturally strike juvenile turtles year-round.

Simply put – this new bass lure shape fills a missing link in the standard soft-plastic lure offering. Most of the hits on this Bombshell® Turtle Hybrid Fishing Lure are on the drop, so a tantalizing slow descent with its automatic leg action will draw more strikes. Rigged like many other soft plastic lures, "pop" the lure for multiple descents during the retrieve near underwater structure to lure big fish out of cover – let the lure do the work, pop and retrieve it s-l-o-w.

The Bombshell Turtle Hybrid Lure is available in 3-inch size, 6-count packs, in 12 color selections: 01 Black/Silver, 02 Black/Red, 04 Juvenile Green, 34 Cooter, 38 Chix Flix, 48 June Bug, 190 Slider, 232 Snapper, A7 Softshell, D9 Nite Glow, G7 Watermelon Fire and J2 Green Pumpkin.

Suggested retail price: \$5.99. More details available at www.bombshelllures.com





YUM Swurm Has Its Big Eye On Fish

The YUM Swurm soft-plastic stickbait/jerkbait is a versatile baitfish-imitator that catches bass, pike and other predator fish in freshwater and those tough in-shore species like redfish, speckled trout and snook. Rigged weightless it can be twitched in shallow water to mimic a dying or panicked-and-confused baitfish. For mid-depths and many inshore situations, the Swurm on a jighead swims with a natural undulating motion and is a good selection when fishing with a popping cork. The Swurm even catches fish way down deep when rigged on a Carolina rig.

The Swurm is a new favorite for anglers because the flat bottom prompts it to glide and undulate during a pause, and dart erratically when twitched. Anything that eats fish will strike the Swurm. It features a belly slot for easy, straight hooking, and a big eye that serves as a target for predators looking for a meal. Color patterns for the new Swurm include well-known bass colors and popular saltwater patterns.

Two sizes of Swurm are available, 4.75- and 6.25-inches, and 10 color patterns. For more information go to www.yumbaits.com.



Are You Top Water Crazy?

The Molix Supernato is a hybrid crankbait offering a whole new level of versatility. The idea was to have a crankbait that you can use inside heavy cover and thick vegetation as well as open water, and that also works at variety of depths (depending on retrieve speed). Created with the best materials and assembled by hand,



piece-by-piece by selected craftsmen, it is built with two different sections - one hard and one soft. Available in several colors, the Molix Superato was developed by Molix, an cutting-edge lure company from Italy, which boasts a pro staff including the likes of Bassmaster Elite Series veterans, Michael Iaconelli and Randy Howell. ORDER LINK.

PANFISH BITE NEW TRIGGER X® BAITS IN OPEN WATER



When your soft baits make panfish bite and hold on tight, you want them in as many shapes and sizes as possible to match the hatch. Say hello to our new little friends — three new Trigger X® baits and two new sizes of proven favorites.

New shapes for 2015 are the Trigger X Wingding, Boot Tail Minnow and Curl Tail Minnow. And, both the Trigger X Nymph and Flap Tail Grub are now available in new 2-inch models.

Like all Trigger X baits, these new offerings rely on the proven A.C.T. formula for success — Action, Color and Taste. Those three elements consistently trigger fish to bite, both in open water and through the ice.

Each new shape and size is available in 12 color patterns: Bubblegum, Black, Black Chartreuse, Black Pearl, Blue Pearl, Bloodred, Glow, Natural (brown), Orange Chartreuse, Pink Glow, Pearl White and Red Pearl. Ultra Glow plastics will glow for as many as 15 minutes on a full charge.







EXTRA LARGE, HEAVY-DUTY TIPPER PULL



TEAR RESISTANT, DURABLE NO-SEE-UM MESH



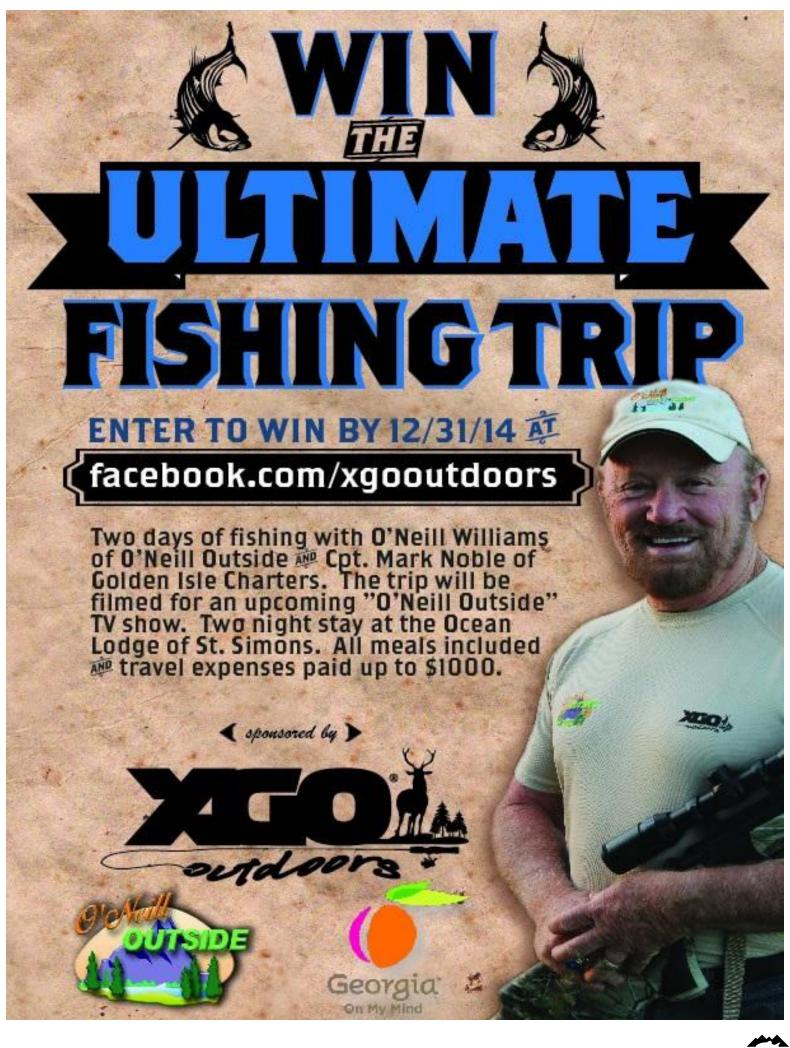
EXTRA LARGE, FLEX TESTED FIBERGLASS POLES (11 mm)



210 DENIER POLY-OXFORD



AVAILABLE ACCESSORY: PORTABLE WIND PANELS ITEM #. 9294





Wingding

Featuring a solid-core Trigger X soft body, wing-like appendages give the Wingding stability and a unique gliding action on the fall. Tentacles in the tail section pulse and swim for additional fishenticing action. Wingdings are 1-1/2 inches long and come in

Boot Tail Minnow

packs of eight. (previous page)

Designed with a long, micro-thin mid-section terminating in its signature boot-shaped tail paddle, the Trigger X Boot Tail Minnow swims with a light and subtle vibrating action. Boot Tail Minnows are 1-1/2 inches long. They're available in packs of 10.

Curl Tail Minnow

The Trigger X Curl Tail Minnow features a long, micro-thin curly tail, which swims with a delicate, twirling vibration. The Curl Tail Minnow has a 1-1/2 inch long body and comes 10 per pack.



Nymph

The Trigger X Nymph, now available in a 2-inch size, resembles the small aquatic insects that gamefish feed on year-round. A tubular body makes rigging it a breeze, while lifelike appendages flicker and flutter, enticing even wary fish to nab it.

"The Nymph works really well as a primary panfish presentation and a finesse walleye offering," says VMC prostaffer Joel Nelson, a regular on the "In-Depth Outdoors" TV show on Fox Sports North.

In addition to the new two-inch model, Nymphs are available in a one-inch size and are sold in packs of eight.



The New Lindy Rally Fish Crankbait

Start A Rally

The new Lindy Rally Fish crankbait was designed to represent a blend of baitfish species to make it effective no matter what species makes up the lion's share of forage on any particular body of water. The Rally Fish has the look and action to fool big gamefish no matter where they swim.



The new Rally Fish dives to 12 feet on the cast, but trolls down to 26-feet deep. Color patterns include cutting edge looks and proven classics. On the interior, the Rally Fish contains pitch-perfect rattles for long-distance fish attraction. It's equipped with super-sharp #4 red treble hooks.

This new crankbait measures 3 ½-inches in length and weighs 3/8-ounce. It is available in 11 color patterns. For more information go to www.lindyfishingtackle.com.



Matzuo Ikari Shad

Feeding off of its success of the Kinchou Minnow (named one of the Best New Lures in 2013) and Kinchou Shad, Matzuo America launched its NEW lipless crank.....IKARI.....(Japanese translation – ANGER)

The IKARI is a lipless sinking bait, that is featured in 10 plus colors to cover a wide range of water conditions. A mega species

bait, that will entice every fish around the world with its unique MEAN look and Signature Flared Gills. A slow sinking bait that will allow the angler to target their water column for more effective strikes. "It sinks with a tantalizing horizontal fall and engages into a tight head down wiggle upon retrieve moving water by its signature flared gills.

Its stainless steel bearings are loud...real loud, resonating a rattle sound that will be heard by all, both in and out of the water!

"We are super excited about the NEW IKARI and its many applications around the globe. It will be available in 2 sizes......a 2½ inch (6.4cm) 3/8 oz (10.6g) and a 3 inch (7.6cm) ½ oz. (14.2g).





Realis Crank G87 20A

To set yourself apart from the herd in the crankbait market, a company has to take serious its understanding of hydro-dynamics, materials and components. It must also have excellent balanced, castability, defection, unique yet proven vibration and low line-tension during retrieves. In 2014, Duo exceeded these challenges and set a bench mark in the process with Realis Crank G87 20A, a true super crank and a true pinnacle of lure engineering.

G87 20A's crank development was carefully put into motion by DUO's R&D team. The need for a crankbait that could truly dive beyond the 20-foot mark and accurately reach its target has been deeply desired by professional anglers.

"During the two year project, our R&D results set the bar for floating deep diving cranks. While most anglers are happy if their deep crank can make a 130 feet cast and blown away when they reach 150 feet, G87 20A consistently hit 200 plus feet with 12 pound test. Although our lure is advertised at 20 feet, Mr. Adachi's efforts pushed our lure to surpass 27-feet deep in a single cast and retrieve on 12-pound test", says Swendseid.

This superior diving ability can be attributed to the most advanced weight transfer system in deep diving cranking soon to be used on the professional bass circuits. G87's enlarged magnetic ballast carriage hides the casting bearing outside the body cavity, where it's held by a magnet made of

Neodymium, a material considerably stronger than the usual magnesium, necessary due to the size of the bearing.

The 20A's body is approximately 3 ½ inches in length and weighs at 35 grams (1-1/5 oz), with a heavy weight appearance you would think heavy resistance and heavy line tension (during the retrieve) would be apparent traits but it's the opposite as Mr. Adachi was able to reduce hydrodynamic drag from the bait.

The G87, has walked right through what most have called the final barrier in crankbaiting and pioneered a new one. Not only is it the first of its kind in the world - the G87 created a new pinnacle, a new frontier in crankbait engineering.

SCUM FROG TROPHY SERIES CHUGGER

Southern Lure Company presents the newest member of the Trophy Series line, the Chugger.

Features:

- Super sharp 4/0 Owner® hooks pointed up for more catching power
- Flat silicon skirts
- Solid brass weight
- Bright reflective eyes
- ½ ounce in weight
- Competitively priced

"Although we have made poppers for many years, we've always had requests to make a deep-sounding Chugger. Sometimes that "kabloop" sound will call a fish when nothing else will. We believe we have combined in this frog the perfect sound, the ability to walk the dog, and excellent catching power".



Chugger is available in 9 popular colors and is completely weedless.

Southern Lure Company has been manufacturing topwater bass lures since 1985. Made in Mississippi, U.S.A., the name brand SCUM FROG® is known world-wide for heart-stopping topwater action. Website www.scumfrog.com

The New Lindy Wally Demon

"Possession" of this crankbait leads to limits

You don't need to call a priest to cast out this demon! When it gets inside a walleye, the only solution is a pan full of grease and some breading. The new Lindy Wally Demon crankbait is



terror on trophy walleyes. It is available in two sizes, 2 ½-inches and 3 1/8 inches, and 11 incredible color patterns. The 2 ½-inch version (LWD2) dives to 7 feet deep on the cast and 11 feet when trolled on a long line with 10-lb monofilament. The 3 1/8-inch LWD3 reaches 10 feet on the cast and down to 17 feet when trolled. It produces a mid-range wobble action and features perfect pitch rattles and razor sharp red hooks (#6 on the LWD2 and #4 on the larger LWD3). Color patterns are a mix of proven producers and new high-tech looks designed and developed by walleye anglers to be effective in a variety of waters and conditions. For more information go to www.lindyfishingtackle.com.

Lunkerhunt Bait Jar, Combat Frog & Core Strength

Infused with scent, **Lunkerhunt Bait Jars™** excel where live bait falls short. Lunkerhunt Bait Jar™ Lures feature a special technology that makes them more durable than other baits or soft plastics. Bait Jar Lures will not dry out in the sun and will maintain their performance both in and out of the water. All Bait Jars come packed full of baits and are infused with Lunkerhunt's very own Lunker Attractant™. All Bait Jars come packaged in jars with resealable lids that keep scent locked in and also makes them accessible all season long.





Three styles of Lunkerhunt Bait Jars™:

- May Bug The May Bug mimics mayfly larvae. The May Bug is 1.5 inches long. Each May Bug Bait Jar has 9 grams of lures which is approximately 45 pieces.
- Spade Grub Spade Grub has a traditional shape (grub) and a spade shaped tail. The Spade Grub is 1.5 inches long. Each Spade Grub Bait Jar has 9 grams of lures which is approximately 45 pieces.
- Fish Bone Fish Bone swims and looks just like fry or baitfish in the water. The Fish Bone is 1.25 inches long. Each Fish Bone Bait Jar has 9 grams of lures which is approximately 45 pieces.



The **Combat Frog™** has been designed to get big fish out of the harshest conditions. Tapered nose helps the Combat Frog pass smoothly through heavy cover such as mats, weeds, and reeds. An enlarged air bladder helps it float high in the water and at the same time shields the hooks making them weedless. Large oversized hooks and super soft hollow body construction are gauged just right to create high hook up percentages. If you are looking to do battle with big fish, the Combat Frog is the product for you. The Combat Frog weighs 3/4oz. It is 3.5 inches in length when relaxed and its legs will extend up to 6 inches on the retrieve. (Pictured above)

Lunkerhunt Core Strength™ raises the bar on soft plastic technology. Core Strength allows for reinforcement around key joints and pivot points, providing lures with the freedom to maximize and enhance their action when fished through the water. Much like how rebar works in concrete, Core Strength Technology provides the strength to help your bait hold together and take hit after hit. Lunkerhunt Core Strength™ reinforcement technology is found throughout the Lunker Craw™. There is



a mylar skeleton within the lure that has special venting and engineering. Essentially it enables more action and creates a longer lifespan. The Lunker Craw has been designed to mimic crawfish. It cuts through the water with a fast fall rate and is great at generating both feeding and reaction strikes.





Yearling BaitBall

LIVETARGET launched its promised second wave of BaitBall products with the release of 11 models within the newly designed Yearling™ BaitBall family. "Last

year we introduced BaitBall to the market," claims company founder and visionary Grant Koppers. "At the time, we announced that our concept was more than just a one-time pattern, our vision extends into a whole new category," continues Koppers. The introduction of a 'juvenile' sized Threadfin Shad, Emerald Shiner and Glass Minnow in 2013 was an immediate success and garnered top honors with a Best of Show award in the Hard Lure category at ICAST 2013.

Stated lead lure designer Tobias Weigand; "Hatchlings fry are generally eaten by very small fish and other baitfish. However, when they become yearlings, they are large enough to be foraged upon by game fish. It is these year old baitfish that make up the new Yearling™ BaitBall," designs and anatomy built into 11 distinct lure tools. We know that game fish eat yearlings but we've never been able to match the hatch before unless we use a tiny lure. Clustering yearlings into a BaitBall② configuration creates a natural presentation in a lure that is large enough to cast with adequate hooks to target larger game fish."

The new Yearling™ BaitBall series includes some of the most life-like lure patterns ever created using the intricate LIVETARGET design elements for baitfish anatomy and color patterns. It is further testimony to the LIVETARGET creed to Match-the-Hatch™. The Yearling™ BaitBall series has been created around 11 distinct lure tools for technique specific applications and water color conditions:



- Squarebills: 2 sizes
 / 5 colors
- Crankbaits: 3sizes/dive depths / 5colors
- Jerkbaits: 2 sizes / 6 colors
- Rattlebaits: 2 sizes/ 5 colors
- Walking baits: 2 sizes / 4 colors

The Yearling™ BaitBall will be available to consumers in September 2014 and will have a \$17.99 MSRP.



Hybrid Shrimp

LIVETARGET continues to expand its inshore saltwater line up with an expansion of Matchthe-Hatch ™ Shrimp lures. Last year's introduction of the first ever soft-lure by LIVETARGET, the Rigged Shrimp, has created a serious impact with coastal area dealers and saltwater anglers. LIVETARGET is fast becoming a formidable supplier for the avid saltwater angler with its portfolio of both



blue-water and inshore lures; including imitations of Sardines, Mullet, Mackerel, Menhaden, Pinfish, and Shrimp. Building upon the success of the Rigged Shrimp in 2014, comes the release of the new Hybrid Shrimp.

- The Hybrid Shrimp has a hard lure body combined with soft legs to create a natural swimming appearance and action, and durability far exceeding soft baits.
- Available in two sizes: 3 1/2" and 4" and eight colors (similar to many of the colors introduced in soft Shrimp). Several of the Hybrid Shrimp colors will offer flash attraction built into the design. The innovative belly hook design helps to reduce snags.
- The existing Rigged Shrimp (soft) product line-up will be enhanced with 2 new colors in both 3" and 4" sizes.

The LIVETARGET Hybrid Shrimp will be available at select retailers starting this fall, with a MSRP of \$14.49. Information about all LIVETARGET freshwater and saltwater lures can be found at www.livetargetlures.com

The New Lindy Wally Shad Shad profiles and walleye paint jobs

Shad and similar baitfish are preferred forage for trophy walleyes (as well as just about all gamefish), and the new Lindy Wally Shad is designed to replicate that thin-bodied profile while incorporating color patterns proven to be effective on big walleyes. This 2 ½-inch, 1/3-ounce crankbait features a tight wiggle



action that sends hard pulse vibrations that bring fish in from a distance and triggers strikes. The needle sharp #6 blood red treble hooks do the rest. The Wally Shad dives to 6 feet on the cast and trolls down to 13 feet using 10-lb-test monofilament.

The Lindy Wally Shad is a go-to for casting or trolling for walleyes in relatively shallow water and is just as effective dredging the depths behind bottom bouncers and with lead core trolling techniques. This 1/3-ounce crankbait casts well on spinning gear and is available in 11 highly effective color patterns designed to produce walleyes in many regions and water conditions. For more information go to www.lindyfishingtackle.com.

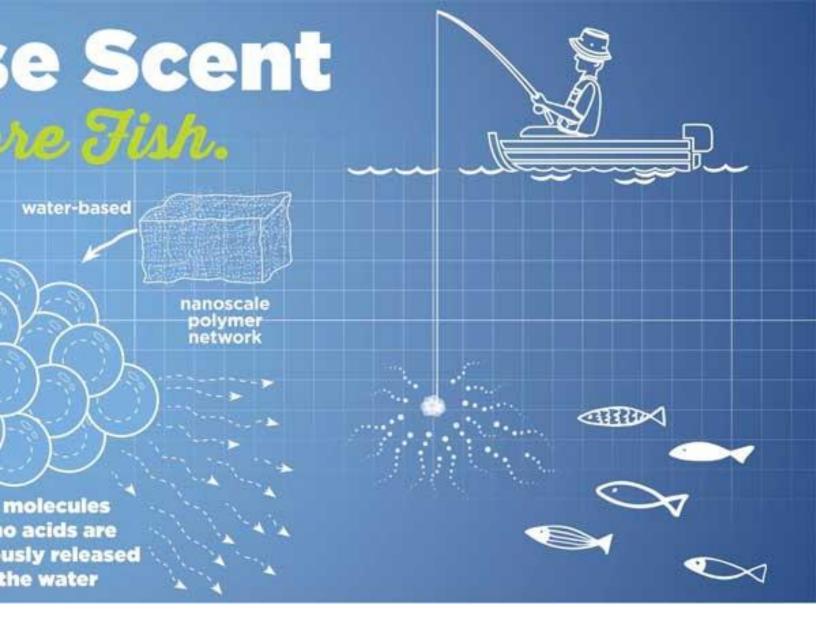
Baits That Releas high visibility surface gel hydrogel eggs compressive stress hydrogels Scent **Engineered to** & amin Mimic Natural Eggs continuo into compressive strain

Fishing-Physics Lures

Fishing-Physics lures, a new way of getting the fish to your line! The lures are made of a patented formula that is soft and flexible; they are not rubber, plastic or silicone. The formulation allows the soak, made from the natural food source of the type of fish being sought, to become part of the lure itself. This is a hydrogel, with a patented formula licensed from the University of Florida. This will change the way you fish, for the better!

As you know, fish find food source by a variety of instincts, sight and smell being amongst the strongest attractants. Fishing-Physics was able to design a variety of natural shaped lures then create the soaks that once cast, release into the water. The release of the soak starts immediately and continues for up to 8 hours depending upon water conditions. The lures and soaks are water based, not oil, which means the scent of the food stays with the bait and doesn't float to the surface. Think of a flashlight, the closer you get to the light, the brighter the light. With our product, the closer the fish get to the lure, the stronger the scent.





Presently the bait is available in a variety of presoaked sizes, shapes and colors for both fresh and salt water fishing. Shad with earthworm soak, shrimp with shrimp soak and salmon eggs with salmon soak

are just a few of the combinations that we offer. New shapes and sizes will be available later this year. Next year we will be rolling out "Bare baits" and individual soaks to give the fisherman the ability to mix and match their favorite lures with their favorite soaks.

Visit <u>www.fishing-physics.com</u> for more information and a video demonstration of how our lures work!

Visit us on Facebook at Fishing Physics to see pictures and get more information.

The first 100 people to email us (shannon@fishing-physics.com) and mention this article will receive a FREE sample pack. Just let us know what you fish for!



Bombshell "Jiggy" Head Add More Lively Action to Any Lure

The Bombshell "Jiggy" Head has a weighted head that moves independently from the hook, lifelike providing more presentation for any lure during the retrieve or descent to the bottom. This swivel action between the head and lure also absorbs the initial shock from a bass trying to throw the hook, allowing increased fish catches over a traditional "fixed" jighead





that will often dislodge because of its inherent rigidness.

A perfect complement to the Bombshell Turtle Hybrid or any other soft-plastic lure - great for counting down creature lures deep into vegetation holes and cover pockets. Simply Texas-rig your lure onto the hook, there is no bullet-style hook weight to damage your line. The flat bottom on the weight aides in a retrieve on plane during top water action and provides a steady footprint when the lure rests on the bottom, allowing the lure to swing into action with the slightest line movement or water current. Available in Green Pumpkin 1/4-, 3/8- and 1/2-oz. weights, and offset wide-bend red 4/0 hook. Suggested retail price: \$5.99. More details available www.bombshelllures.com

Decoy Hook Blade Tuned YS21BT

Japan's leading premium hook manufacturer and winner of Japan's Tackle of the Year Award four of the last five years, introduces a new patented treble hook with rolling blade. Swivel jointed silver blade smoothly rotates and gives flash and rolling vibration to far distance. Eye position is finely configured to maintain the best hook position for any lures. Blade is replaceable through split ring. Y-S21 comes in size #4, #6 and #8.

Turtle shell Ghost Blades



Dutch fork custom Lures introduces the NEW Turtle shell Ghost Blades. Along the lines of the original ghost blades the turtle shell design allows the colors on the blade to transfer along every angle across the blade like a fiber optic bow sight and the unique cups on the blade give a prismatic effect to your bead patterns and a realistic baitfish

appearance.

The Turtle Shell blades have a unique vibration are half the weight of metal blades and spin slow at .4 mph so they can be slow trolled over weeds or structure and spin easily on Dutch Forks NO loss quick change clevis. These are exceptional on a spinner bait if you like slow rolling, as you cannot reel slowly enough and the blade will still spin.

The turtle shell ghost blades come in 3 sizes #4, #5, #6 Colorado and 10 new colors specifically designed for these blades. You can see the new colors at www.dutchforkcustomlures.com

BLUE FOX® CLASSIC VIBRAX® NOW AVAILABLE IN SIX BLAZIN' UV PATTERNS

Flashy scale patterns and color-coordinated UV-tipped blades give the Blue Fox® Classic Vibrax a fresh new look. A hex-scale pattern adds realistic flash to the Vibrax's fabled flaw-free plating. UV-finished tips reflect more light energy, increasing the lure's visibility. Six new color patterns are available: Pink Scale Chartreuse Tip UV Bright, Green Scale Chartreuse Tip UV Bright, Blue Scale Chartreuse Tip UV Bright, and Cerise Scale Pink Tip UV

Bright (Cerise is a deep, vivid

reddish-pink).

What hasn't changed on the triedand-true Classic Vibrax are its fine tolerances, super-sharp hooks and low frequency emitting, patented two-part body, which comprise a machined brass bell and stainless steel shaft.

An inline-spinner, a Classic Vibrax will run 2 to 6 feet deep, depending on lure and line size. It's available in four sizes: 1/4 ounce with a size 3 blade; 3/8 ounce with a size 4 blade; 7/16 ounce with a size 5 blade; and 5/8



ounce with a size 6 blade. Suggested retail price: \$3.99-\$5.99

Trokar Robust Circle Hook - TK619

For the first time, this new series of TroKar saltwater hooks were displayed during ICAST 2014 in the Eagle Claw booth as well as submitted in the New Product Showcase for the Best of Show competition in the Lure category. Easily one of the most impressive hooks to come out of the TroKar production room since their Surgically Sharpened Technology hit the fishing industry some four years ago, the "619" is aimed at those anglers looking for a beefier and more robust circle



hook when using the heaviest gear. The "619" is a true Brute. Available in a medium wire or a heavy wire magnum size, the TK619 offers the stopping power and backbone to haul in the strongest tuna and game fish in the sea. TroKar is also adding a ringed version to both the medium and heavy wire "619".

"The last few years when we visited and fished both the west and east coast, long-range anglers were begging for a stronger hook that could withstand their abuse, another specific request was ringed hooks," said Matt Gray, Category Manager for TroKar, "The long-range angler is very knowledgeable and particular when it comes to their fishhooks, and the "619" will deliver what they are craving." The most impressive aspect of the TK619 is the Surgically Sharpened point. Never before has a point this sharp and durable been achievable on such a heavy wire diameter.

ODU MAGAZINE VIDEO BLOCK (www.odumagazine.com)





RAPALA BX™ BAITS <u>ARE MAKING WAVES</u> — LITERALLY!

A surface-waking bait that swims with incredible, strike-inducing performance has to be built tough. Enter the new Rapala[®] BX[™] (Balsa Xtreme) Waking Minnow. True to the BX Series blueprint, the BX Waking Minnow boasts a balsa core encased in a durable copolymer shell for unrivaled toughness.

"The balsa cores gives you the buoyancy you expect in a Rapala bait and the shell gives it the durability to get hammered all day long," says Rapala Bass pro Bernie Schultz, a shallow-fishing specialist who loves catching Bass on or near the surface.

"Like topwater fishing, throwing sub-surface baits like the BX Waking Minnow delivers some of the biggest thrills on the water," Schultz says. "When big bass key on its unique, broad waking action, they'll chase it down and you'll often see them coming, waking right behind it. And when they hit it, hold on!" Weighing 3/4 of an ounce, the BX Waking Minnow casts a mile. Schultz suggests launching it as far as possible and retrieving it slowly and erratically along fish-holding cover like brush, laydowns, weedlines, docks and the edges of lily pad fields.

"With its dynamic flashing, rolling action, it will pull fish out of the cover," Schultz says. "It's a great search bait. And not just for Bass — it's a great multi-species bait, too." Combine those qualities with artful finishes and masterful action, and the result is beautiful and brawny bait that can handle a beating from the toughest of fish across the board.

The BX Waking Minnow features lifelike 3D eyes, finite scales and gill detail paired with an internal holographic foil for ultimate attraction. It comes equipped with three tough No. 5 VMC® Black Nickel Round-bend Treble Hooks that hold true and tight. Measuring 5-1/4 inches long and weighing 3/4 ounce, the BX Waking Minnow reaps all the great benefits of the BX Series in the most common prey baitfish profile. It's available in six color patterns: Blue Back Herring, Firetiger, Gold Shiner, Shadow, Smelt and Yellow Perch. Suggested retail price: \$12.99

RAPALA® RELEASES ULTRA LIGHT RIPPIN' RAP®

Responding to the growing popularity of popping and jigging lipless crankbaits for multiple species, Rapala® has developed the new Ultra Light Rippin' Rap®. "Traditionally, big rattling baits have called in fish really well, but sometimes they won't commit," says Rapala pro-staffer Joel Nelson, a regular on "In-Depth Outdoors" TV on the Fox Sports North Channel. "When it comes to getting fish to close, the Ultra Light size makes it doable for everything from Perch and Crappies to Walleyes. Just about anything that swims will eat it, that's the cool part."

Featuring flat, skinny sides and a deep-belly profile designed to dive and rip, the Ultra Light Rippin' Rap flutters on the drop with a hard-vibrating action accented by a loud, distinctive BB rattle system. Textured scales and gills with deep-set 3D holographic eyes seal the deal.

A great multispecies bait, the Ultra Light Rippin' Rap measures 1-1/2 inches, weighs 3/16 of an ounce and comes with No. 10 and 12 fast-piercing VMC® Black Nickel Round-bend Hooks. "For a Walleye, this size is perfect — they can inhale it completely, so your hook-ups are a lot better," Nelson explains. "The fish don't nip at the back of it; they take the whole thing in their mouth." Slab Crappies eat it, too.

"That size doesn't intimidate them at all," Nelson says. "In fact, some of the biggest Crappies we caught last year were on those Ultra Light Rippin' Raps. We were getting 2-pound Crappies that had the thing wedged in the back of their throat." Nelson generally starts his day with a larger Rippin' Rap tied on, but will switch quickly to an Ultra Light if he's getting bumps or short-strikes, but the fish aren't committing. "That's a sure sign that it's time to downsize to a smaller offering," he explains. "That's my cue to tie on an Ultra Light."





V&M Wild Lizzie!

Bayou Outdoors, Inc., the maker of V&M Baits, is proud to announce the latest addition to it's overwhelmingly successful "Wild Thang Series", the V&M Wild Lizzie! Available in 2 sizes and 9 colors, the Wild Lizzie will be available for delivery in early September.

The Wild Lizzie 6.5 & 9.5 bares the same distinctly unique tail design of its predecessor the Wild Thang 8.5 worm. It has a thick inner spine with a razor thin outer edge that

produces an extremely erratic action that the fish just can't resist. Aside from its tail it's salamander shaped body has 4 legs creating even more lifelike action.

For more information be sure to check it out soon at www.vandmbaits.com where it will be available after shipment to all retailers.

Luhr Jensen Hydro Vibe Hoochie Spinner

When the bite gets tough, slow down and do the hoochie - the new Luhr-Jensen® Hydro Vibe Hoochie.

Tests show that less speed is required to rotate a Hydro Vibe blade when compared to other blades, allowing the Hydro Vibe Hoochie to be pulled at even slower speeds for maximum fishability. The exclusive design of Hydro Vibe blades allows for increased vibration as water passes through their unique vent.

Featuring an acrylic bullet head and a tinsel-and-vinyl combo skirt that sparkles and swims through the water, the Hydro Vibe Hoochie attracts all species of gamefish. Two metal bearing beads support the clevis for maximum blade spin and rod tip response, helping to eliminate near-misses. A light, stainless steel wire shaft and rigid-hook design provide strength and full body vibration.

The Hydro Vibe Hoochie is 5-1/4 inches long, weighs 1/2 ounce and features a size 6 blade and an extra-strong Perma Steel® VMC® treble hook. It comes in four colors: Fire and Ice, Nickel Fire Blue Dot, Nickel Ice Pink Dot and Gold Chartreuse Blue Green Double Dot.







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VMC[®] Spindrift[™] Hook

The innovative new **VMC®** Spindrift[™] Hook puts a fresh twist on an old tactic - rather, it takes the twist out of that technique. "There was a concept instituted 10 to 15 years ago in the Dakotas that was a way to hook a crawler so it would spin at slow speeds," explains VMC pro Tom Neustrom, a Freshwater Fishing Hall of Fame "The Legendary Guide. problem was that without a swivel, before too long, you'd get line twist."



The key was a bend in the hook shank that "made the worm go 'lah-bunk! lah-bunk! lah-bunk!" elaborates Ron Lindner, another Freshwater Hall of Fame Legendary Angler. "That slow roll - cah-lunk! cah-lunk! cah-lunk! Fish, particularly Walleye, seem to like it. Still, if you fished long enough that way, you'd get kinks in your line - bad ones, so you'd have to cut the line and retie."

Pairing a built-in, free-spinning stainless steel swivel with a super-sharp black-nickel VMC hook featuring a unique Technical Bend, the Spindrift not only offers a new spin on the rolling crawler rig concept, but it also won't twist your line.

"When you hook your bait on there - whether it's a plastic worm or a live night crawler - it will twirl by itself and you don't have to worry about it twisting your line," Neustrom says.

The Spindrift Hook's integrated swivel-to-hook system is designed to enable bait rotation at ultra-slow speeds - deathly slow speeds, some might say. "You don't want to go too fast, because you want that thing to spin at a really slow rotation," Neustrom says.

"Less than a mile an hour is good," Lindner instructs. "The slow roll is what makes the attraction." To give fish a unique new look, Neustrom and Lindner recommend tying on a Spindrift Hook the next time you're trolling, drifting, Carolina rigging or split-shot rigging. Both say it will be especially productive in the late spring to early summer pattern, depending on where in the country you fish. Neustrom likes the Spindrift Hook especially for targeting shallow Walleyes hanging tight on weed lines. He rigs it with a live crawler or plastic worm, starting from the head and threading it down to the barb, which is about 1/16th of an inch from the swivel. "You want to get it down to the bend, because that gives it the twisting action," he explains. Lindner prefers rigging the Spindrift with a piece of live

Spindrift Hooks are available in three sizes: 2, 1 and 1/0.

crawler or a straight-tail plastic worm





Dutch Fork Custom Muskie and Pike Blades

Dutch Fork custom Lures does it again with a slow roll jumbo see through spinner blades for muskie and pike. The walleye sized Ghost blades have caught so many fish that they enlarged them for bigger fish.

These # 10 and #12 blades feature Dutch Forks custom paint jobs that will not chip off and the see through option enables you to see your bead pattern through

the blades which gives you more color change options as well as a semi - transparent baitfish appearance.

The #10 is 3" long and the #12 is 3 3/8" long, they are half the weight of metal blades, easier to reel in, and spin very easily, but the most outstanding feature is you can slow roll these over top of the weeds at a very slow speed.

The video can be seen at www.dutchforkcustomlures.com on the muskie page. Along with the blades Dutch Fork also offers a NEW larger "no Loss" quick change clevis that will accept ALL muskie blades. Anglers now will have the option to change out their blades on their favorite muskie spinners.

Website: www.dutchforkcustomlures.com

Long Shot Built For Long Casts And Big Fish

- * Advanced casting system for super-long casts even into the wind
- * Wide-swimming wobble mimics a confused, easy-to-catch baitfish
- * Tough saltwater-grade components
- * Cutting edge, region-specific color patterns



The Long Shot is a sure bet for saltwater anglers looking to do battle with giant toothy predator fish. Engineered with a special advanced casting system in which the big rattle rolls to the end of the bait then back into position when the bait hits the water, the Long Shot casts farther than other similar lures, a big benefit when casting to schooling fish or from the surf. The wide swimming action mimics a damaged baitfish — a strike trigger for all species of gamefish. Another characteristic that sets the Bomber Saltwater Grade Long Shot apart from the rest are the regionally specific color patterns and decoration. Whether you're fishing the Gulf off the Texas coast or big water anywhere, there's a color pattern that fits your needs. Finally, if you've created a lure that saltwater predator fish want to eat, it better be strong enough to handle the battle, time-after-time, and the Long Shot is up to the task. It comes equipped with 4x Saltwater hooks and saltwater grade heavy-duty hardware.

The Long Shot is available in three sizes and weights. The 5-inch version weighs in at ¾-ounce and dives to 3 feet (5-feet when trolling). The 6-inch Long Shot is 1 3/16 ounces and the big 7-inch version weighs 1 ¾-ounces. Both the 6- and 7-inch Long Shots dive to 4 feet on the cast and up to 8 feet when trolled. The Long Shot is available in 10 prime saltwater color patterns. For more information go to www.bombersaltwatergrade.com.

Near-surface inshore fish can't resist the Mullet

- * Weighted for long-distance casting
- * Erratic walk-the-dog and dying baitfish action
- * Tough saltwater-grade components
- * Cutting edge inshore color patterns



The Bomber Saltwater Grade Mullet is the new go-to lure for a variety of inshore species, including redfish, speckled trout, stripers and more. The new Mullet has everything anglers want when fishing for trophy saltwater fish — color patterns designed specifically to mimic prominent in-shore forage, tough construction to resist toothy damage, corrosion-resistant hardware and hooks, and a unique super-slow-sinking action that catches fish with a variety of retrieves.



The slow-sinking Mullet can be fished quickly across the surface in a walk-the-dog fashion to catch active fish hitting the surface, but also can be walked slowly under the surface to catch more inactive fish. The erratic darting action triggers fish to strike and the tough construction and hardware does the rest.

The Bomber Saltwater Grade Mullet measures 3 ½-inches in length and weighs 5/8-ounce, and comes in nine durable and

effective color patterns. For more information go to www.bombersaltwatergrade.com.





Rods and Reels

New Catfish-Specific Rod & Reel Combos satisfy an in-demand category

Rippin Lips' SuperCat® Combos offer catfish folks topnotch traits at nice prices

You've got your bass rods; your crappie rods; your trout and salmon rods. Even walleyes and muskies garner multiple models. Strange then that the third most popular freshwater fish on the continent—the catfish—continues to be under-tackled with also-ran rods and rickety old reels that scarcely get the job done.

Not only have the catfish-friendly folks at Rippin Lips remedied the situation, they've done North America's 7-million whisker seekers a big favor, narrowing the search for the perfect catfish combo. The new SuperCat® Series arms catfish specialists with expertly designed rod and reel combos they







can be confident, comfortable and proud to fish.

"These SuperCat Combos are the type of trustworthy tool that are equally at home inside the johnboat, in the back of a pickup, or resting on a forked stick," says legendary catfish angler John Jamison. "Count on years of trustworthy service, too, like that old sidekick of a retriever that never lets you down."

In search of a quality rod-blank at an affordable price, Rippin Lips discovered S-glass, a remarkable material that's both stronger and lighter than its more commonly used E-glass counterpart. Another key distinction: widely used E-glass was originally designed for non-angling applications, such as dentistry (ouch), while S-glass has been developed expressly for fishing rods. Likewise, S-glass offers nearly twice the modulus of E-glass, resulting in the optimal blend of blank strength, smoothness and

sensitivity. (If you thought S-glass was tough, you ain't seen nothin' yet.)

Likewise with quality, smoothness and durability, each SuperCat spinning reel features 5 stainless ball bearings, brass gears and a graphite rotor—all housed within a graphite frame, handle and high-capacity aluminum spool. Operating with an efficient 4.1:1 gear ratio, all SuperCat reels come pre-loaded with 300 yards of premium monofilament (20- or 25-pound test, depending on model/action.)

"Fishing a SuperCat Combo just feels natural," says Jamison. "We designed them that way—to give anglers the best performing, high quality rods and reels at a truly affordable price. It's the type of outfit you'll own and fish for many, many years. And SuperCat Combos are versatile enough to land a pile of channel catfish from a pond or good sized blue cats from a river."

Beyond earning Jamison's "catfish tough" seal of approval, SuperCat rods also sport some sweet little extras. Counter-balanced EVA handles allow for rocket-launching casts plus extra leverage and power for setting hooks and a comfortable under-arm fit. Premium glow tips aid low light bite detection, with each rod featuring 8 premium guides plus tip.

Offered in three length/power models, SuperCat Combos include a 7-foot 6-inch Medium, 7-foot 6-inch Medium-Heavy and an 8-foot Heavy power. A 6000-size SuperCat spinning reel outfits Medium and Medium-Heavy rods, while a SuperCat 8000 matches the Heavy rod model. Attractively priced at \$79.99 to \$89.99 each, all SuperCat Combos come with a full one-year manufacturer's warranty.

"Finally, catfish folks can proudly own and fish with high quality, affordable rod and reel combos designed specifically for their favorite species. Seven million catfish anglers must be on to something."



Castaway Invicta

The Castaway Invicta HG 40 Casting Rods deliver custom-level performance with a classic look that harkens back to the days before white, yellow and red rods were the norm. Castaway Rods is one of the oldest rod companies in the Country, and for good reason. They build quality rods, and continue to do so. Like the name Invicta suggests (latin for unvanquished), they have weathered the changes in the fishing industry, and continued to be on the forefront of technology and performance.

Featuring ultra-sensitive 40-ton carbon fiber blanks with the power to wrench big fish out of heavy cover, the Invicta Series also feature exclusive ALPS Zirconia guides for maximum durability and strength. Custom Winn grips, the same grips used on golf clubs, deliver a comfortable, tacky grip, and the custom ALPS soft touch reel seats provide excellent all-day comfort, as well as, direct access to the rod blank. The Invicta series also features double-locking reel hoods, so you don't have to keep tightening your hood throughout the day. The same rods that Russ Lane and Todd Faircloth use on the Elite Series, experience the Castaway Invicta HG 40 Casting Rods for yourself.

Global Anglers Need A Passport

After a long flight, you arrive at your travel fishing destination only to find that your guide's tackle leaves more to be desired. If only you had brought your own but tackle, what hassle. Traveling anglers need look no further than Flying Fisherman® Passport travel rods.



Designed for the global angler and tested worldwide, these rods are made from the finest quality materials and components available in the market today. In a world of overwhelming choices, Flying Fisherman's® Passport collection has been narrowed down to three essential tackle classes; light, medium and heavy. The 9 ft-4 piece fly rods start with the 6 wt. for light action, the 8 wt. for medium action and the 10 wt. for heavy. The 7 ft-3 piece spinning rods offer an 8-14lb for light action, 10-17lb covers the medium class and 12-25lb takes care of the heavier action.

Passport's stylish and durable cordura case fits easily into most standard luggage or in the overhead compartment and holds any two rods of your choice, spin or fly. Remove the foam inserts and the



Passport case can hold up to 12 individual rods or other gear and eliminates additional airline fees for checked rod tubes.

The Flying Fisherman® Passport rods were engineered by Juan Gozio, owner of Tech Tackle, a premier Argentinian tackle manufacturer, and designed by veteran Keys captain Randy Towe. Gozio began fishing at the age of 3 and is a five-time National Golden Dorado Fly Champion, four-time National Fly Casting Champion, and holder of Argentina's National Fly Casting Distance record since 2009. Towe, a custom rod builder, guides over 200 days a year in the Florida Keys with over 160 tournament winnings and counting. Together they emphasize "high-modulus and high-strain Japanese graphite with nano-resin technology; connections reinforced with exotic carbon fibers and top quality Portuguese cork grips." Fuji reel seats, SIC guides, and other high quality components also define Passport.

The result, Gozio Towe say, and are incredibly light and durable fishing rods that look and preform as the finest onepiece sticks, but easily are packaged for convenient "This travel. fulfills the needs of discriminating anglers who want high quality tackle when they travel," said Linda Sheldon, Flying Fisherman® VP.



Flying Fisherman's® Passport replacement program covers any broken piece, no matter how you broke it! A flat \$40 fee covers any replacement part, handling, and worldwide shipping.

Manufacturer's suggested retail price for Passport fly rods is \$229.99 for the 6 wt., \$239.99 for the 8 wt., and \$249.99 for the 10 wt. The spinning rods start at \$139.99 for the light 8-14lb., \$149.99 for the medium 10-17lb., and \$159.99 for the heavy 12-25lb. The travel case retails for \$74.99.

Since 1985, Islamorada-based Flying Fisherman® has produced top quality, functional products ranging from polarized eyewear to apparel for anglers around the globe. More details on Passport are available at www.flyingfisherman.com or by calling 305-852-8989.





Denali Noirwood Series rods

How do you improve upon perfection? The original Noirwood Series rods were among the lightest, most sensitive rods on the planet, designed to transmit even the lightest bites under the most extreme tournament conditions.

Impossible or not, the new N2 Series rods have taken the original's sensitivity to unprecedented levels, combining the absolute highest quality materials with brand new cutting edge components to offer a totally new fishing experience that cannot be equaled.

The N2 Series rods are lighter; thanks to a new skeleton reel seat and subtly designed hardwood foregrip, more sensitive due to more exposed blank, and more diverse, with three additional models for 2015.

With the new N2 Series, you can still feel your Carolina rig bump a mussel shell in thirty feet of water, but now you can tell if the mussel is open or closed. www.denalirods.com

- IM10 Blanks
- Ring Lock Guides
- Carbon Fiber Handles
- New Skeleton Reel Seats
- Redesigned Stabilized Hardwood Foregrip

Denali Jadewood Series rods

In the rod business, if you're not moving forward, you've already fallen behind. For that reason, we decided to completely re-work the Jadewood Series for 2015, and integrate some of the cutting-edge, minimalist features found on the Kovert Series. We're proud to introduce anglers to the result; the brand new J2 Series.

These professional grade sticks provide the same sensitivity, commitment to quality, and bang for their buck as their predecessors; but with improved comfort, styling, and fishability.

We've added a more comfortable contoured split-grip handle, converted to matte finished blanks, double trigger casting reel seats for improved feel, "hump grip" spinning seats, and a redesigned stabilized hardwood foregrip, all while maintaining the same unbelievable fish-catching prowess of the originals. www.denalirods.com

- Quality IM7 Blanks
- Ring Lock Guides
- New Graphite Double Trigger Reel Seat
- New Comfort Contoured EVA Foam Split Grip Handle
- Redesigned Stabilized Hardwood Foregrip

Kid Casters No Tangle Fishing Kit

When fishing, nothing is more frustrating for a parent and their child than having to waste valuable time fixing a nasty tangle. Most of the time this occur when the child reels in the line all the way causing the lure, bobber, or weight, to whip around the eyes and cause a tangle...but not anymore! The Lil' Anglers brand of youth fishing products offers a solution to this longtime hassle with the new Kid Casters No Tangle fishing pole. The rod and reel combo includes a kid-friendly spincast reel, mounted to a tubular, guideless fishing rod. Whereas a regular fishing pole feeds the line through the eyes on the shaft, the no tangle pole features an inline feed through the center of the rod,



thus eliminating any obstruction between the line and the exterior of the rod. The line simply exits through the opening at the tip of the shaft providing hours of hassle-free fishing. Our combo pack comes with a safe plastic hook, rubber casting plug and sponge fish training lure. Kids can sharpen their casting skills on and off the water by attaching the plastic hook and casting plug to the line and giving it a whirl! The training lure dissolves shortly after coming in contact with water and turns into a cool sponge fish that gets heavier, creating the sensation of a real fish on the line. Kids can identify the type of fish they caught by matching it with the visual guide on the back of the packaging. But don't be mistaken, the No Tangle was designed to catch real fish like a regular fishing pole. It comes fully equipped with an 8 pound line and 3.1:1 gear ratio. Kid Casters No Tangle will hit the shelves at major retailers and online in January 2015. With this one of a kind fishing pole and an array of training features, Kid Casters No Tangle fishing kit is guaranteed to turn any kid into a future angler in no time! www.lilanglers.com.





Heavyweight Champ

St. Croix Rod's new 11-weight Legend X Fly Rod tosses jumbo flies and tames beastly predators

Pushing the fur-and-feather envelope to its limits? You bet! Fly-fishing practices have transformed tenfold over the past few years. Ripping huge articulated streamers and enormous topwater flies for gargantuan freshwater predators like muskie and pike as well as saltwater's tarpon, tuna and striped bass is here to stay.

Also extending the limits of flinging-flies is St. Croix Rod who introduced the innovative Legend X series of fly rods at ICAST last year. Distinctive, to say the least, the Legend X is built on a sophisticated blank with a blend of unique graphite fibers, coupled with an imaginative Xtreme-Skin handle that provides exceptional comfort as well a positive grip.

And for 2015, designed specifically for feeding massive flies to monster predators, is St. Croix's new LXF9011.4, a premium-powerful 11-weight Legend X.

"The number of anglers chasing big muskies with massive, wind resistant flies is growing, and a rod that can handle such heavyweights with efficiency and ease was needed," said St. Croix's Vice President of Brand Management Jeff Schluter. "The 11-weight Legend X was designed precisely for such applications."

Like its four lighter-weight brethren, the new 11-weight scepter is crafted in Park Falls, Wisconsin. Its 9-foot 4-piece blank is hand-rolled with a multi-dynamic mix of four carbon fiber materials. The graphite foursome delivers exceptional power for casting oversized flies and enhanced strength for fighting big fish.

With super-high-modulus SCVI graphite in the lower sections (for maximum power), premium SCII graphite with the distinctive Fortified Resin System (FRS) in the tip section to create the perfect loop in your cast without the worry of the blank buckling, and high-modulus/high-strain SCV graphite throughout for strength and durability while still having a sensitive side, this heavyweight contender achieves the perfect balance of weight, power and strength – with an easy-casting action. All Legend X blanks are manufactured using St. Croix Rod's proprietary Integrated Poly Curve® (IPC®) tooling to produce continuous-curve tapers, and are further strengthened with St. Croix's new Fortified Resin



System (FRS) to prevent micro-buckling by keeping carbon fibers in proper alignment, which ultimately equates to rod blanks that are 33% stronger than those built with standard resins and curing methods.

Finally, all key stress points are additionally strengthened using Advanced Reinforcing Technology™ (ART™). This exotic carbon fiber material adds a level of strength (10X) with virtually no increase in blank diameter or weight. ART is also a critical part of the Legend X slim-profile ferrule design.

St. Croix's pioneering Xtreme-Skin handle provides rigidity for improved casting power, plus it's extremely durable, easy-to-clean and more sensitive than cork. An attractive matte-black, hard-anodized, machined aluminum reel seat is fitted with an Xtreme-Skin fighting butt with an EVA foam cap for fish-fighting comfort.

The rods are fitted with Fuji® K Series Tangle-Free stripper guides featuring Alconite rings and crush-proof REC® Recoil® snake guides. All thread wraps are protected by two coats of Flex Coat slow-cure finish for exceptional durability. Each rod comes in a rugged rod case with carrying handle and divided polypropylene liner.

Legend X rods are designed and handcrafted in Park Falls, WI and are protected by a 15-year transferable warranty backed by St. Croix Superstar Service. Retail price on the LXF9011.4 is \$520.

Abu Garcia REVO Beast Casting Reel

Designed specifically for heavy duty applications, the Abu Garcia REVO Beast Casting Reel lives up to its name with its all Aluminum construction and heavy duty brass main gear. Abu Garcia built the Beast for the anglers who punish their reels throwing oversized baits on heavy braided line.

It delivers a serious max drag of 22lbs to slow down the biggest fish you can get a hook into, and its 7.1:1 gear ratio provides blazing fast retrieve speed so you can always pick up line in a hurry. The extra oversized handle and Knobs makes it easy to find your grip when you get bit, while also providing maximum leverage to haul in your catch.



The deep spool design also delivers increased line capacity for increased casting capabilities, and Abu Garcia's Infinii brake system provides complete cast control for a variety of applications and conditions. Whether you like to flip, throw big swimbaits or Arigs, the Abu Garcia REVO Beast Casting Reel is up to the task.

- -All aluminium design
- -Titanium coated sideplates
- -Heavy duty brass main gear
- -Extra oversize handles and Knobs
- -Infinii brake design
- -Deep spool for extra line capacity





WaveSpin ZTR

The ZTR models by WaveSpin were brought to market in order to provide a less expensive spinning reel that has all the casting and drag performance of the more expensive reels. In a nutshell, big bang for the buck.

WaveSpin ZTR 1500 and ZTR 3000 use the exact same spool and drag technology found it the DHxL and DH 3000z models but at a MSRP under \$50. Both ZTR models carry a One Year Warranty and are designed in every way to perform equally well in the salt or fresh water environments. ZTR's have sealed bearings with metal drives, 10 disc drags for baby smooth drag performance and excellent balance. The goal was to build a reel under \$50 with the very best performance and quality possible for the price. We feel we have accomplished that goal perfectly.

The WaveSpin Patented Spool Technology makes it possible for us to provide the angler with top of your game casting performance while maintaining outstanding line control as well as tangle free operation at a price that is hard to believe and many thought impossible. The ZTR 1500 has a MSRP of \$45.95 and is perfect for pan fish, trout and similar size fish. The ZTR 3000 has a MSRP of \$49.95. and is ideal for Bass, Pike, Sea Trout and other species of fish fitting into that size category.

The ZTR models by WaveSpin are strong and smooth, giving the anger the overall performance needs at a very reasonable price point. Please visit www.WaveSpinReel.com for more information or to place an order on line for our ZTR's and other product. Or call 727-845-8250 (Florida), to place an order by phone. http://www.wavespinreel.com/products.php



Wright & McGill Victory Pro Carbon Casting Reels

Recently unveiled by Eagle Claw® Wright & McGill at the 2014 ICAST in Orlando, FL were the Victory Pro Carbon Casting Reels. Two new carbon body casting reels are being added to the product line and these reels will be the highest performing and lightest weight casting reels the company has ever introduced.

The new casting reels feature an ultralightweight, strong and durable carbon frame that allows for a total reel weight of only 5.6 ounces. In addition, the Victory Pro Carbon Casting reel has a custom graphite handle and EVA handle knobs to enhance performance and to provide all day fishing comfort to the angler.



The Victory Pro Carbon is available in both fast 6.4:1 and a high speed 7.9:1 gear ratio. There is a total of 10 ball bearings, and a new breaking system that uses eight, 2mm magnets for superior casting control with baits of all sizes.

Additional features of the Wright & McGill Victory Pro Carbon Casting Reels include

- Ultra-lightweight and strong carbon frame and side plates
- 9+1 stainless steel bearings with corrosion resistance
- Unlimited anti-reverse
- Magnetic Casting Control
- Ultra speed "Triangle" line guide for increased casting distance
- Removable carbon side plate
- Removable, high speed, ported aluminum spool
- Powerful star drag and carbon drag technology 12 lbs max drag
- 8mm stainless main shaft
- 7075 aluminum main gear for strength and weight reduction
- Extra wide, ported and curved carbon handle for control
- Comfortable, flat EVA paddles
- Available in a fast 6.4:1 gear ratio or ultra fast 7.9:1 gear ratio
- Reel weight 5.6 ounces
- Line Capacity 135 yds/10 lb mono, 120 yds/12 lb mono, 95 yds/14 lb mono
- Line retrieve per handle turn: 6.4:1 26 inches/turn & 7.9:1 30 inches/turn

The new Victory Pro Carbon casting reels will have an incredible suggested retail of just \$159.99, which will make it the best value in performance fishing reels today!

For more information about Wright & Mcgill products, contact us at 720-941-8700 or visit the Eagle Claw web site at www.wright-mcgill.com.

Weighing in at just 5.8oz, the Lew's Tournament Lite Speed Spool Casting Reel delivers the legendary Lew's performance in a new lightweight package. Still incredibly powerful, its one-piece, lightweight C45 carbon frame and sideplates form a rigid base of operations that keeps all moving parts in perfect alignment.

The externally adjustable 6-pin, 27-position SpeedCast Adjustable Centrifugal Braking (ACB) System offers complete cast control for a range of lures and conditions, and the rugged carbon composite drag system starts up smooth and dishes out 14lb max drag. Even though it is very lightweight, Lew's made sure the Tournament Lite Speed Spool was built extemely durable right down to its extra-tough titanium-coated Zirconia

Lew's Tournament Lite Speed Spool Casting Reel



line guide. Offering tournament caliber performance, the Lew's Tournament Lite Speed Spool Casting Reel has all the features you need to be successful with a wide range of applications. ORDER



- -One-piece, new lightweight C45 carbon frame and sideplates
- -Drilled and forged, anodized aluminum U style spool
- -Easily removable palming C45 carbon sideplate
- -Premium 10 double shielded stainless steel bearing system
- -Zero-reverse one-way clutch bearing
- -Externally-adjustable 6-pin, 27position SpeedCast Adjustable Centrifugal Braking (ACB) System
- -Anodized aluminum tension adjustment with audible click
- -Rugged carbon composite drag system 14lb max drag
- -Audible click, bowed, anodized aluminum star drag
- -Bowed, lightweight, aluminum reel handle with Lew's custom paddle handle knobs
- -Titanium-coated Zirconia line guide





Wright & McGill Victory Pro Carbon Spinning Reels

Eagle Claw® Wright & McGill Co. is proud to announce the introduction of three new ultralight, carbon frame spinning reels – the Wright & McGill Victory Pro Carbon Spinning Reels. These spinning reels will be the highest performance spinning reels the company has ever introduced.

The product developers at Wright & McGill worked side-by-side with B.A.S.S. Elite Series Pro Angler, Skeet Reese, to develop and fine tune

the features of these carbon frame spinning reels. These new reels will feature an ultra-lightweight, strong and durable carbon frame and dynamic balanced rotor. The ported aluminum spool features carbon inserts to reduce weight even further while adding rigidity. In addition, the reel has a custom graphite handle and EVA handle knobs to enhance performance and to provide all day fishing comfort to the angler.

The fast, 6.0:1 gear ratio, titanium main shaft and a total of 10 ball bearings, including 2 ceramic ball bearings, ensure that the new Victory Pro Carbon reels are the smoothest, lightest and highest

performing reels we've ever introduced.

Additional features of the Wright & McGill Victory Pro Carbon Spinning Reels include :

- Lightweight carbon body
- 9+1 ball bearings: 2 ceramic & 7 stainless steel
- Dynamic balanced rotor
- Titanium coated anti-twist line roller
- Large diameter bail
- Ported aluminum spool with carbon ring
- Ultra-cast spool
- Powerful front drag 14 lbs max drag
- Titanium main shaft
- Lightweight carbon handle with EVA paddles
- Fast, 6.0:1 gear ratio
- Reel weight: Size 20 8.11 ounces, Size 30 8.29 ounces & Size 40 8.47 ounces
- Line retrieve per handle turn Size 20 33.5 inches, Size 30 35.5 inches & Size 40 37.5 inches

The new Victory Pro Carbon spinning reels will initially be available in three sizes, 20, 30 & 40 and will have an incredible suggested retail of just \$159.99, which will make it the best value in performance fishing reels today!

For more information about Wright & McGill products, contact us at 720-941-8700 or visit the Eagle Claw web site at www.wright-mcgill.com.



NEW CERROS BAITCAST REELS A MODEL OF FIT AND FUNCTION

Successful bass fishing is defined by feel, knowing exactly what is happening at the end of the line and delivering educated inputs to the lure to create strikes. With a stunning feature set, 3mm reduction in total width and both right and left hand retrieve, all-new Okuma Cerros delivers incredible comfort and control, operating as an extension of the hand.

In the hand, anglers immediately notice Cerros' takes a deep seat in the palm. The left side plate is 3mm narrower than any previous Okuma design, bringing the angler's grip more in line with the rod and offering increased confidence overall. The machined aluminum frame serves as a powerful foundation for the hand while EVA knobs greet the cranking hand with cushioned comfort.

Nine bearings plus Quick-Set anti-reverse bearing set free enhanced casting distance from the machined aluminum spool and ultra-smooth cranking while delivering immediate and authoritative hook sets. Anglers will appreciate a full 24-point magnetic cast control for precise spool braking for all casting weights and wind conditions. And as conditions change, Cerros offers an easy side plate access port for quick spool changes.

right Two hand models include the CR-266V with 6.6:1 gear ratio and CR-273V with 7.3:1 gear Left hand ratio. availability includes the CR-266VLX with 6.6:1 gear ratio. All models deliver 11pounds of maximum drag output through the multi-disc composite drag system governed by micro-click star adjustment.



Backed by the Okuma 1-Year Limited Warranty, catch all-new Cerros baitcast reels at www.okumafishing.com.

Electronics For Better Angling



Humminbird® ONIX®

Humminbird® engineers have also been hard at work over the past several years developing a radical new platform that changes everything you know about fishing electronics.

"Humminbird ONIX offers a rich user interface that is completely customizable to the individual needs of anglers and boaters, while remaining extremely easy-to-use via a full complement of multi-touch capabilities," says Dale Logue, Director of Marketing, Humminbird. "The included feature list and available

add-ons is unparalleled in the industry and make the units the most versatile, powerful and user friendly on the water."

The fishing industry agrees. Humminbird's ONIX recently won "Best of Electronics" at ICAST 2014 in Orlando, Florida.

At the core of the new units, users will discover all the advantages of powerful Humminbird sonar, advanced navigation and Humminbird imaging technologies right at their fingertips, courtesy of a



radical new take on Touch Screen operation called Cross Touch™.

While some touch units limit operation to finger pointing, Humminbird's Cross Touch offers Multi-Gesture Control, which lets users navigate menus and activate features with a tap, swipe or pinch. Cross Touch also minimizes false touches from splashing water.

From marking waypoints with your finger, naming those waypoints via a virtual keyboard, to zooming in on



fish-holding structure or chart locations for a better look, or swiping and dragging screens to create custom views, fishfinder use has never been more intuitive.

But ONIX And ION are more than touch screen units. They also feature traditional touchpad controls for complete control in bad weather.

The ONIX family currently comprises four models, offering anglers the benefits of powerful Cross Touch with sonar, imaging and navigation features. All units feature 1024H x 768V best-in-class screen resolution on 10.4- or 8.4-inch high-definition XGA LCD Touch Displays with multi-gesture support and bright graphics readable in harsh sunlight.

Features:

- HD Side Imaging/HD Down Imaging (ONIX 8 SI & ONIX 10 SI)
- DualBeam PLUS Sonar w/SwitchFire
- Digital Signal Processing (DSP)
- Internal Precision GPS
- Built-In Tri-Fuel Cartography, including Navionics®, C-MAP® by Jeppesen® and Humminbird Charts
- Dual SD Card Slots

Add-Ons:

- Humminbird AutoChart™
- C-MAP® 4D High Resolution Bathymetry by Jeppesen®
- Navionics® Gold/HotMaps
- Navionics® Platinum+
- Humminbird LakeMaster Digital GPS Charts
- Minn Kota® i-Pilot® Link™
- Low, Medium or High-Frequency CHIRP, exclusive to Humminbird
- 360 Imaging™
- RADAR and AIS







WASPcam GIDEON Action-Sports Camera

Armed and ready for battle, the all-new 'Gideon' is WASPcam's premium camera model, pushing out serious pixel-power, higher frame-rate quality and allowing no room for error when it comes to capturing the best shot, thanks to WASPcam's new Live Viewing Display (LVD) Wrist Remote!

The Gideon records HD video up to 1080p60, (and also 1080p30, 960p60 and 720p120), snaps still-images up to 16-Megapixel, and built-in WiFi connects the camera to an iPhone or Android for live viewing, recording and sharing content online with friends and fans.

Where the Gideon really destroys competitors is with its feature-rich LVD: a wireless wrist remote, which connects to the camera via Radio Frequency (RF), providing users with a LIVE viewing screen and remote control for their Gideon. The LVD connects to a Gideon from up to 15 feet (5 metres) away and also acts as a real watch, displaying time and date. Both the GIDEON (when installed in its waterproof camera casing) and its wireless wrist remote are waterproof down to 196 feet.

Another great feature the GIDEON offers is instantly turning your smartphone into a WASPcam Wireless Remote and video viewing screen by downloading WASPcam's exclusive WASPcam application. The App only takes minutes to download, and connects easily to an Android or iOS device. Simply configure your phone's WiFi Network settings to that of your WASPcam. You may need to enter a password to access the WASPcam WIFI. Enter: 1234567890

With WASPcam's App installed on your phone, you can record video and photos from your phone, view exactly what you're shooting with WASPcam and then quickly share your footage with fans, friends and family on Facebook, Twitter, Dropbox, YouTube, or by email.



GIDEON FEATURES:

- Records High-Definition video @ 1080p60, 1080p30, 960p60, and 720p120.
- Includes Wireless Wrist Remote that connects to the camera up to 15 feet away.
- Up to 16-Megapixelphoto quality (or choose from 12MP, 8MP and 5MP).
- Auto-Looping Function
- Built-in WiFi

in waterproof casing) and remote are waterproof down to 196 feet



Learn more at www.waspcam.com.

ODU MAGAZINE VIDEO BLOCK
(www.odumagazine.com)





Digital Lake Mapping Goes "LIVE"

Humminbird's Exclusive AutoChart® LIVE instantly creates precision contour maps

Imagine fishing a body of water where you only possessed the accurate contour map in How existence. about ability to having the create your own ultralake precise map, automatically and as you fish? What if you could make this map and watch it live right on your screen?

Humminbird has once

again gifted anglers with exclusive technology that will have an immediate, dramatic and positive impact on their fishing. AutoChart® LIVE is a remarkable DIY mapping program that allows anglers to create their own precision digital contour maps, live and on the fly.

For folks fishing water bodies that haven't been accurately surveyed—remote Canadian lakes, uncharted rivers, farm ponds, inshore areas, even offshore features—AutoChart LIVE provides a priceless service. On rivers and streams where changing water levels and underwater topography are frequently altered; in estuaries where storms change the landscape and create new channels and structure, AutoChart LIVE gives boaters the ability to navigate safely while also discovering brand new, undiscovered fishing hotspots.

"There's a lot of water in the world, and not all of it is mapped, or charted accurately," says Humminbird Brand Manager, Jeff Kolodzinski. "AutoChart LIVE is the only tool that lets you create your own 100-percent accurate digital contour maps. It works instantly, too, so you literally watch the contour lines populate the screen while you fish or drive the boat."

Kolodzinski adds: "No extra processing of the data on a PC or sending an SD card to a third party is required. So if I'm on vacation in Canada, I can map a remote lake right away, and take advantage of my findings. I might be the only angler on earth who has this map, and I can choose to keep my data totally private. Or, when I return home, I can even share my map with a buddy, or trade my lake for his secret lake map. Incredible."



Offered as a free software upgrade exclusively for users of Humminbird's powerful ONIX® and ION® Cross TouchTM touchscreen units, AutoChart LIVE provides 8 full hours of mapping data. After 8 hours of data have been compiled, users can either erase the data and commence mapping, or purchase a Zero Line Map Card (MSRP \$99).

Another Humminbird first, the Zero Line Map Card allows for literally decades of around-the-clock mapping. This potent technology also provides mapping boundaries or water body "zero lines" for millions of waters across the globe, which serve as the basis for each custom map creation.

Once produced, AutoChart LIVE maps can interface with Minn Kota® iPilot® Link™ systems, taking advantage of such awesome boat control technologies as Follow the Contour. Moreover, new maps will also work in concert with other patented Humminbird features, such as Water Level Offset, Shallow Water Highlight and Depth Highlight.

"All anglers know that 80-percent of the fish are found in 20-percent of the water," says Kolodzinski. "The best way to identify that key 20-percent of the lake is to make use of a good chart. And AutoChart LIVE leaves no hotspot uncharted."

For more information visit <u>www.humminbird.com</u>, contact Humminbird, 678 Humminbird Lane, Eufaula, AL 36027, or call 800-633-1468.

ODU MAGAZINE VIDEO BLOCK (www.odumagazine.com)



Lowrance Elite-3x Fishfinder

Prepare to add a little color to your life! Introducing the world's first color fishfinder under \$100. The most affordable color fishfinder ever introduced, the new Elite-3x includes a dual-frequency 83/200 kHz Broadband SounderTM transducer and features an LED-backlit display with detailed 240x360-pixel resolution that's easy to see in full sunlight from wide viewing angles.

The Elite-3x allows anglers to quickly and easily identify fish targets, bottom contour, structure detail, bottom hardness, thermoclines and more. Offering selectable dual-frequency operation to maximize the view beneath a boat, the Lowrance Skimmer® transducer that is included with the Elite-3x can track the bottom at speeds up to 75 mph and features a built-in water temperature sensor.

Easy to operate, the Elite-3x's pages button allows users to quickly switch between 83 kHz and 200 kHz sonar frequency views. Dedicated quick keys allow anglers to zoom up to four times the standard view and focus on



key fishing areas. The power button also doubles as a backlight control to adjust for daylight or nighttime fishing situations. The unit's Fish I.D. feature displays fish icons instead of fish arches to help identify fish targets, and includes track and alarm options. The quick-release, tilt and swivel mounting bracket makes it easy to adjust the viewing angle or disconnect the fishfinder for storage.

The ultimate electronics accessory for year-round fishing success, the Elite-3x All Season fishfinder pack is convenient and affordable for small or rental boat installs, as well as vertical ice- or dock-fishing. The All Season pack includes a dual-frequency transducer with power cable, a suction-cup transducer mount, and an ice transducer with float and power cable for the best possible signal in any fishing situation.

The Lowrance Elite-3x fishfinder is priced at \$99, and the Elite-3x All Season can be purchased for \$249. For more information on the entire Lowrance line of marine electronics or to locate an authorized Lowrance dealer, please visit www.lowrance.com.



Aqua-Vu Debuts New P.O.V. Fishing Cam

Hands-free Trolling Motor Camera System hunts fish, extends sightfishing effectiveness

Take a virtual stroll through social media these days and you'll note a continuous procession of self-shot video showcasing everything from bucket-list skydives to the slightly more mundane "How I pass the time with a shoehorn and a banana." Everyone's an aspiring Spielberg.

In a time when extreme athletes and everyone else have adopted the trend toward point-of-view cameras, the underwater video experts at Aqua-Vu® recently unveiled the first-ever P.O.V. underwater viewing system designed for fishing.

The Aqua-Vu Trolling Motor Camera System (TM CAM) may be the ultimate underwater sight-fishing tool. And while this unique camera is more than capable of documenting your underwater fishing adventures, it serves an even more valuable function—to provide a real-time view of the fish and their hideouts within casting range.

Mounted to the base of any bow or transom trolling motor, the TM Cam features a stealthy, machined metal camera bracket, as well as all necessary hardware for quick and easy camera attachment. The TM Cam System (MSRP \$149.99) can be installed in less than 30 minutes, and includes an acorn-size high resolution Aqua-Vu Micro camera with IR Lighting and 15-feet of heavy-duty camera cable, in addition to the mounting brackets and hardware. Anglers can also purchase the mounting kit only (MSRP \$99.99), which fits all existing Aqua-Vu Micro Underwater Viewing Systems.

"The TM Cam is a fun fishing tool that shows me the underwater terrain around my casting position," says professional bass angler and longtime Aqua-Vu devotee, Joe Balog . "It's a totally hands-free viewing system that's steered simply by turning the trolling motor."

"With the foot pedal, I can pan the camera in any direction—follow the perimeter of a weedline, tailgate a school of bass or sunfish, or look under a boat dock or inside a shallow brushpile. It also shows me subtle bottom transitions I might otherwise overlook. And muskie anglers are going to love this for watching and recording big fish following and striking near the boat."

Beyond real-time sight-fishing, the TM Cam can also be used to record, document and share underwater viewing explorations. Used with an Aqua-Vu Micro Plus DVR or Micro 5 (purchased separately), anglers can record up to 8 GB of underwater video, while USB and video-out ports allow for connection to a PC or other video display device to view, manage and upload video files online.





For upclose look at the new Aqua-Vu TM Cam, please visit #2478 booth at the 2014 ICAST show, or check it out at the New **Products** Showcase the **Boating** Accessories category. For a video demo, click here or the play on button above.

Garmin echoMAP 70dv

The Garmin echoMAP 70dv combo chartplotter offers amazing features such as advanced HD-ID sonar and DownVü scanning sonar for a nearly photographic sonar view under your boat. Utilizing a 7"

touchscreen with pinch-to-zoom, the echoMAP 70dv supports the GCV 10 sonar black box (sold separately) which adds DownVü and SideVü scanning with **CHIRP** technology, sonar providing the clearest sonar picture of fish returns and structure available on the market today. Its 10Hz GPS/GLONASS receiver updates vessel position and heading 10 times per vessel second to display fluid Integrating movement. Garmin's renowned user-friendly interface, the echoMAP 70dv allows the boater to spend more time focusing on catching fish rather than on the chartplotter. Includes all-in-one transducer and comes preloaded with over 17,000



Garmin LakeVü HD U.S. maps. Other versions include preloaded U.S. coastal charts or Canada LakeVü HD mapping. To learn more about the echoMAP 70dv, visit www.garmin.com/marine2014. For more on Garmin DownVü and SideVü scanning sonar, visit www.garmin.com/scanning.

continuing In effort provide to fishermen and boaters the tools they need for the success on water, Raymarine is announced two new technology options for its LightHouse II powered line of multifunction displays. The new CP200 SideVision™ module sonar expands anglers underwater horizons with **CHIRP** crystal-clear side-scanning sonar the and new

CP200 SideVision by Raymarine



CAM200IP marine video camera brings high definition video monitoring to Raymarine multifunction displays.

Fishermen looking to enhance their underwater view will appreciate the CP200's ability to see further and detect more fish than traditional side-scanning sonar systems. Thanks to Raymarine's advanced CHIRP signal processing, the CP200 takes the guesswork out of identifying underwater contacts and delivers highly detailed imagery using 2 independent sonar channels. The CP200 also employs a unique transducer design that allows anglers to choose from three pre-set transducer angles. By adjusting the angle of the CPT-200 transducer arrays anglers can optimize their system for either shallow or deep water scanning.

Keeping a view above decks, Raymarine MFD owners now have an easy solution for upgrading their multifunction display with video monitoring. Engineered for the marine environment, the CAM200IP is perfect for recording the fishing action on deck. Alternatively, the CAM200IP can be used as a backup or docking camera. Once installed, a single CAM200IP can provide HD video to any Raymarine LightHouse II display on the network. For greater flexibility and viewing options multiple CAM200IP cameras can be installed on the network.

These new product introductions underscore Raymarine's promise of delivering leading innovation across a broad solution that is truly easy to use. "As the World's Sixth Sense, FLIR strives to make boating stress free and more enjoyable" said Andy Teich, FLIR's President and CEO. "With LightHouse II multifunction displays we have created a user friendly platform that's easily expanded as we develop new sensing technologies for boaters. The CP200 SideVision™ sonar and CAM200IP marine camera are two examples of how we continue to innovate in our navigation products."



Key CP200 Features

- Photo-like imagery of underwater terrain and man-made objects using Raymarine CHIRP sonar technology
- Superior range performance. The CP200 can image fish, bait, and bottom structure at distances up to 600 feet on either side of the boat
- Enjoy a full 180 degrees of high resolution underwater viewing when the CP200 is combined with Raymarine CHIRP DownVision™ sonar
- Simple integration with Raymarine LightHouse II multifunction displays

The CP200 CHIRP SideVision™ sonar system is priced at \$609.99 (USD MSRP) and will be available through Raymarine dealers worldwide in August, 2014.

Key CAM200IP Key Features

- Full High Definition (HD) video camera for stunning picture quality
- Low-light mode with a built-in infrared LED array for operation in low light conditions
- Easy to install using Power over Ethernet (PoE) or direct 12V DC power supply
- Waterproof to IP67 standards for on-deck or below-deck
- Simple integration with Raymarine LightHouse II multifunction displays

The CAM200IP is priced at \$699.99 (USD MSRP) and will be available through Raymarine dealers worldwide in September, 2014.





TRAC® Portable Bilge Pump

Every boater should have one!

This great little self-priming, centrifugal pump is designed for boats that don't have a bilge pump but still need to remove water, such as John boats, utility boats, dinghies, inflatable boats and other small watercraft. It is also handy anywhere else accumulated water needs to The TRAC be removed. Portable Bilge Pump runs on 3 D-cell batteries, so it is truly portable. Just turn it on when it is needed and off when the water is gone. It can also perform perfectly as a back-up bilge pump in case of emergency - we have a satisfied consumer report

about an event when it has done just that!

This patented pump comes with suction cups for mounting to the bottom or side of the vehicle. It can also be mounted with screws for more permanent placement. TRAC Portable Bilge Pump is submersible, can run dry without damage and has a wide strainer base to add stability. The included hose has a clip to attach the hose to the transom during use or to keep the hose wrapped around the body of the pump for stowage.

TRAC Portable Pump works well for removing fluids from many non-marine applications too and it can go anywhere.

Specifications:

- Powered by 3 D-cell Batteries
- 250 GPH Flow Rate at Zero Head
- ¾" x 36" Hose
- US Patent D689,907

Manufacturer's Suggested Retail Price: \$26.95

For more information on TRAC Outdoor Products, visit our website at www.trac-outdoor.com.



Snow Lizard's SLXtreme Navigation Series for iPad

Snow Lizard's SLXtreme case for iPad goes beyond waterproof, rugged protection to embed Bad Elf's GPS/GLONASS receiver right inside the case, instantly adding worldwide location support to Wifi only iPad (Gen 4) without an internet connection or monthly subscription."

We are pleased to partner with Bad Elf and offer the ultimate iPad case for people in marine, recreational and water prone commercial environments," says Steve Calle, CEO and Co-founder of Snow Lizard Products. "The SLXtreme is already a first to market case combining both waterproof protection and recharging power to enable iPad use virtually anywhere. The Bad Elf GPS navigation module makes this case series a complete game changer in the category."

The SLX treme for iPad Navigation Series features a high performance 66 channel WAAS enabled

receiver accurate to 2.5m/9'. For iPad WiFi only, and for iPad Wifi + Cellular, Bad Elf GPS provides faster, more accurate satellite location support even away from cell towers up in the sky, out in the woods, or at sea. With a lock time in as little as 2 seconds, and a sample

rate up to 10 MHz, the SLXtreme Navigator Series provides latitude, longitude, altitude, speed and GPS tracking through many popular and compatible apps available today for iPad.

The back of the SLXtreme case comes equipped with keyholes









and screws for securing the iPad to a standard 75mm VESA Mount (sold separately). Easily mount the SLXtreme on a boat console, outdoor recreational vehicle, airplane cockpit and more. The case is IP 68 rated waterproof up to 2m/6.6° and the integrated 10,200 mAh battery nearly doubles the battery the life of the iPad when away from power. Coming soon for iPad Gen 4, and Generations 2 & 3 \$299.99 at www.snowlizard.com.



Rigid Industries Trolling Motor Mount Light Kit

The Rigid Industries® Trolling Motor Mount Light Kit is the ultimate spotlight for your boat. The SR-M2® Driving light will provide more than enough light for those early morning boat launches or late night fishing excursions. Constructed of PA66 Glass Filled Nylon, the mounting kit replaces the original diversion plate mounted on the nose of the Fortrex® trolling motor.

The SR-M2 Driving light housed inside of the mount features 1,125 lumens and projects an impressive 176 meters. Power consumption was also addressed as the Trolling Motor Mount Light kit consumes a minimal .82 amp draw. An amber lens cover is included in the kit for use in fog.

Rigid Industries LED Lighting aims to always design and manufacture the best forward projecting and auxiliary Marine LED lighting products in the world. Whether you're lighting up



your deck, the water, or scanning for a buoy, Rigid Industries LED Lights make your boating experience easier, longer & more enjoyable. To Find out more, visit us online at www.RigidIndustries.com



TRAC® Angler 25™ AutoDeploy

TRAC Outdoor Products' newest Anchor Winch introduction has Touch and Release AutoDeploy. With the touch of a button (press and release), TRAC Angler 25 AutoDeploy automatically powers down the anchor smoothly and quietly, while you go about your boating activity. When the anchor reaches bottom, the winch stops then will transition from steady power-deploy and begin releasing rope just a few feet at a time, until there is enough rope out. The winch will then "lock", holding the



boat's position. Rope length in the water can be adjusted by pushing UP or DOWN at any time. Or, press the AutoDeploy button again if the anchor drags due to changing conditions, such as wind or current. In addition, when the anchor winch stops letting rope out, press the "lock" or any other switch button to lock the position in. Best of all, the user doesn't have to hold the DOWN button until the anchor touches the bottom. This feature is great for fishing to allow a "controlled" drift.

Angler 25 AutoDeploy comes with a sealed membrane switch on the winch housing and a wireless remote control. The remote includes a bracket to hold the remote secure at the helm or wherever the user chooses. The anchor davit can be mounted spaced away from the winch or attached tight to it. Like all the TRAC Anchor Winches, Angler 25 AutoDeploy comes standard with rugged all-steel gears, 100' of 0.20" pre-wound double-braided anchor rope (700 lb. tensile strength), automatic resetting circuit breaker, 17' of 14-gauge marine-grade battery wire, an anchor safety chain and all assembly

hardware. It runs quietly and smoothly on 12v power with low amp draw.



Specifications:

- Maximum Anchor Capacity: 20-25 lbs (18-20 lbs recommended)
- Typical Boat Length: up to 20'
- Speed up: 65 ft/min
- Speed down: 70 ft/min
- 3 Button Operation UP / DOWN / AUTO DEPLOY
- Wireless Remote Control included
- Separate Davit included
- 2 Year Manufacturer's Warranty

Manufacturer's Suggested Retail Price: \$215.95. For more information on TRAC Outdoor Products, visit our website at www.trac-outdoor.com.



TRAC® Line Hauler / Pot Puller. Great For Seasonal Usage!



This powerful, recreational line hauler / pot puller from TRAC Outdoor Products runs on 12v power with a lift capacity of 110 pounds. It has low amp usage but plenty of might to pull 1-3 prawn traps or 1 crab trap. It has a smooth and quiet operation, with a sealed on/off switch and overload protection. TRAC Quick-Connect Power Plugs are used for a water resistant connection.

The stainless steel swivel pulley allows for easy retrieval of the trap regardless of the boat position.

The TRAC Line Hauler is made to be light and portable with easy, quick mounting and trouble-free storage. Its base mounts to the boat but the unit can simply slide in and out of the base with the removal of a pin to store easily. The TRAC Quick-Connect Power Plugs make putting the pot puller away for the season a breeze by disconnecting without undoing all the wiring. Finally, the extension arm also releases to fold down for compact storage.

TRAC Line Hauler / Pot Puller can stand up to the harsh salt water environment with its three-step corrosion protection process and stainless steel parts.

Specifications:

Line Speed: 150Feet/min

• Max Load: 110 lbs.

Battery Cable: 10 Gauge, Marine Grade Tinned Wire

• Materials: Alum Bracket/Stainless Steel (304) Roller/Screws, Nylon wheel

• Current: 4A No Load / 30A Maximum Load

2 Year Manufacturer's Warranty

Manufacturer's Suggested Retail Price: \$539.9. For more information on TRAC Outdoor Products, visit our website at www.trac-outdoor.com.



LVD LIVE VIEWING DISPLAY IMAGE EN DIRECT

> 1080P60 HD VIDEO VIDÉO HD 1080P60

16MP PHOTO PHOTO 16MP

AUTO-LOOPING BOUCLAGE AUTOMATIQUE

PROVE IT!





















Storage and Utility

Wild River® Outdoor Adventure Gear has created the Multi-Tackle (MT) Series consisting of a variety of (6) six styles with a combination of storage options including backpacks, dual compartment bags and open or closed top bags.

These new items are the ultimate solution for tackle storage needs. Shown are the NEW MULTI-TACKLE LARGE BACKPACK and OPEN TOP BAG. Prices



range from \$24.99-\$99.99 (MSRP) and available this Fall at www.wildriver.com.

NEW MULTI-TACKLE LARGE BACKPACK

- -Lower tray compartment for storage of up to four #3600 style trays.
- -Large upper storage area with removable divider, converts backpack for storage of larger items.
- -Front pocket cover folds down to provide a handy work surface. Large adjustable padded shoulder straps with sternum strap for all day comfort and fit.
- -Clear internal pocket to keep your maps and licenses visible but dry.
- -Capacity to hold up to six #3600 and four #3500 style trays.
- Base pads to reduce wear and help keep bag clean and dry.
- -WT3606 with two #3600 style trays MSRP \$109.99 and WN3606 without trays MSRP \$99.99.



NEW MULTI-TACKLE OPEN TOP BAG

- -Triple open compartments hold up to five #3700 or ten #3600 style trays.
- -Front and rear zipper pockets to hold a variety of tackle and accessories.
- -Mesh pockets allow you to easily view contents.
- -Base pads to reduce wear and help keep bag clean and dry.
- -Adjustable shoulder strap.
- -Padded carrying handles.
- -WT3729 with one #3700 style tray MSRP \$54.99 and WN3729 without trays MSRP 44.99.







It's a Case, It's a Light

Introducing The Pelican ProGear™ 9000 Light Case

To blaze new trails for portable lighting and protection, Pelican Products has introduced the Pelican ProGear™ 9000 Light Case. Engineered to act as both a high-impact protective case and portable lighting system, the Pelican ProGear 9000 Light Case offers a host of travel-friendly features that include:

- A built-in LED light that shines clean bright light up to 200 Lumens for 2 hours in high or low mode
- A built-in attachment hook and high-strength aluminum carabineer for hanging the light wherever it's needed
- An integrated stand for easy positioning
- A high impact polymer construction and rust/corrosion resistant stainless steel hardware
- Rated IPX67 watertight and buoyant with up to 8 lbs of weight inside the case
- Available in Black and Yellow

Already a world-renowned brand in the military, industrial safety and tactical industries, the Pelican ProGear line is comprised of a wide range of cases and lighting built especially for the digital protection and extreme performance needs of adventurous people.

The Pelican ProGear 9000 Case Light (\$59.95 MSRP) is available through authorized resellers on their dealer locator map and is backed by a Lifetime Guarantee of Excellence. Also available in the Pelican ProGear line: the iPad Air and iPad mini Vault and Protector iPhone® 5 Cases, Urban and Sport Backpacks, Digital Protection (Micro Case Series™ and Hardback™ Series), 9420 LED Work Light / 9420 XL, the Sport Wallet, Lighting, and the Elite Coolers. Learn more at www.PelicanProGear.com.

TackleWebs Pedestal Seat Web

Organization is paramount on any boat, but especially when it comes to competitive angling. The TackleWebs Pedestal Seat Web easily mounts to the underside of your boats pedestal seats to give you better organization, more storage, and faster access to your go-to tools, baits, and accessories. Made using stainless, UV-bonded steel, the TackleWebs Pedestal Seat Web is built to handle on-water conditions and is rated for speeds of 75+ MPH. The installation process takes a few short minutes and only requires a screwdriver and four 2-inch bolts (included). Additionally, the TackleWebs Pedestal Seat Web also comes in two different models to accommodate seats that are built with high levers, and seats that are built with lower levers as well. With a full 360-degrees of storage, the TackleWebs Pedestal Seat Web is no-brainer for any boat with a pedestal-style seat. ORDER NOW



Cuda 7.25" Titanium Alloy Plier

The Cuda 7.25" Titanium Alloy Plier represents the top of the line for Cuda Fishing Tools. Cuda, a firsttime exhibitor at ICAST 2014, launched a new line of tools at the show which ranged from pliers, line cutters and knives to dehookers, harpoons and tag sticks. The booth was buzzing and the Cuda Grip and Scale was honored with a best in show award in the Fishsmart category but much of the attention surrounded the flagship plier #18848. With a Titanium Alloy body, the plier is exceptionally strong and corrosion-resistant, yet lightweight. It features ergonomic, non-slip grips and an integrated tungsten carbide mono & braid cutter while providing high leverage, compound cutting action. Included with the tool are a convenient lanyard and a hand-crafted, leather sheath. All Cuda tools come with a lifetime warranty against defects in materials workmanship. Cuda is new to the fishing market but certainly no stranger to cutting tools. Part of Acme United Corporation (Clauss professional tools and Camillus knives), Cuda knows cutting. Constantine, V.P. of Marketing, a licensed Captain and commercial fisherman, has combined his passion for fishing with his experience in materials and cutting technologies to create a special line of tools. The tools are not only rigorously tested by Captain Rick in fresh and saltwater conditions, but are also tested by our team of pros that includes Bob Izumi, host of Real Fishing television and radio programs and Mariko Izumi, host of Hookin' Up on the World Fishing Network. In addition to the Izumi's, Cuda is proud to partner with many of the fishermen featured on the National Geographic Channel's hit series, Wicked Tuna. TJ Ott, Tyler McLaughlin, Dave Marciano and Dave Carraro are all an important part of the Cuda team. At Cuda, it's not just about the tools, it's also about giving back. That's why Cuda is committed to donating a portion of net sales to benefit families who might not otherwise be able to get together and fish. To learn more and to check out the rest of Cuda's story and complete line of fishing tools, visit www.cudabrand.com.







At this year's iCast show in Orlando FL, the Quarrow® booth "caught" the attention of some of the sharks in the industry, and rightfully so. Quarrow® may have started out as a popular name in Fly Fishing accessories, but it has quickly risen to the demand of salt water fans. Today, Quarrow® is a brand name that can be found in the tackle boxes of weekend fishermen, and avid anglers alike.

Rising to the challenge...

Meeting the needs of the industry, all while maintaining a top notch performance and premium value product, is never easy. None the less, Quarrow® meets the challenge everyday by continuously offering feature-rich products, at prices that don't sink your wallet. They have managed to combine the latest innovations in LED lighting with the most basic of fishing accessories, to create products that are in tuned with the handsfree needs of the sport.

It's not cheating, it's fishing smart...

From the days of fishing with a lantern perched on the dock, to modern day

techniques using LED lights to attract more fish- using lights for fishing at night has been successful for decades. It would be easy to look down at the dense following of bait fish surrounding the Quarrow® Submersible LED Fishing Light, and conclude that because it seems too good to be true, it must be cheating. Rest assure, there is nothing shy of a natural food chain process at work here. Skilled anglers realize that there are many factors working together to deliver a cooler full of fish. Location, equipment, and skill all play a part; often not considered though, is readiness. Having a free hand

could make the difference between coming home empty handed and reeling in that prized catch. Quarrow® has the bases covered there, from the Green LED Clip on Cap lights, to the Handsfree Pocket light, down to the ever helpful underwater LED fishing lights.

Quarrow® is sold nationwide in major sporting goods retailers and many mom and pop shops in between. For more information on Quarrow® Fishing Accessories, visit their website www.nebotools.com or call 1-800-255.6061 to speak with their friendly staff.



FISH CLEANING JUST GOT EASIER AND A LOT MORE FUN

Not much can spoil a great day on the water except the chore of cleaning all those fish. But now there's a way to spend less time at the cleaning table. In just seconds, the SKINZIT™ Electric Fish Skinner removes the skin--and rib bones--from a fish fillet. The first pass rolls out the ribs and the second removes the skin, leaving virtually all meat still intact. The result is a perfect fillet ready for the pan or freezer.

The very first time Hall of Fame Angler and spokesman Ted Takasaki used the SKINZIT™, he called it "A fish skinner on steroids!" Impressed with how easy it is to use, he said, "It's absolutely amazing how it works. I won't be cleaning another fish without it. There's no easier way to clean a fish with less waste."

Takasaki put the SKINZIT™ to the test at South Dakota's Roy Lake Lodge this past winter. Wild Dakota's cameras were rolling as experienced (and skeptical) fishermen took the challenge using traditional skinning and deboning methods. Their fillet knives and old school ways were no match for the SKINZIT™ and a pile of Perch! Check out the video at www.fishskinner.com/videos.



This summer, SKINZIT™ was officially debuted the fishing world at the industry's largest trade show, ICAST. The reaction was outstanding! Jaws literally were with dropping, comments like "No way!" "Unbelievable!" and "This is a game changer." As those folks watched the demonstrations, what they didn't know is how much fun the SKINZIT™

is to use. Now a boring, messy, tedious task is actually a bit of a thrill!

The SKINZIT™ Electric Fish Skinner comes from the innovators at Ultimate Fishing Gear, Inc. It works great on Walleye, Crappie, Perch, Bass, Bluegill and virtually any fish with scales. The stainless steel floating blade adjusts to varying fillet thicknesses and the unit plugs into a standard AC outlet. To preorder or learn more, visit www.fishskinner.com.



New Dry Boxes from Plano

Plano®Guide New Series Waterproof Cases Keep Handheld Electronics And Hunting Accessories Safe And Sound. "Water-resistant" can be a cursed catchphrase, especially to a hardcore hunter. Weather doesn't stop these gladiators from taking the field. But wet, or worse, rusted gear can slam the



brakes on even the best-laid plans. Wicked water droplets in your optics. Fogged screen on your handheld GPS. How about the reed on your duck call so saturated it sounds like a party favor blowing champagne bubbles?

To Plano, that's totally unacceptable.

So to keep your precious hunting paraphernalia dry and prepared, the leaders in storage and gear protection have crafted the Guide Series™ Waterproof Case collection. Available in four classic Plano StowAway® footprints, these sturdy Guide Series™ cases are completely airtight and waterproof, leaving 'water-resistance' to cheap boots and pup tents.

Each Guide Series Waterproof Case features Plano's proven DriLoc™ O-ring seals that create a fraternal bond between the lid and case, keeping matters airtight on the inside and waterproof on the outside. The lids on all four sizes are locked down securely with triple cam-action latches cantilevered on beefy hinges.

Before the latches and hinges go on, though, overall durability is insured in the molding process. Guide Series Waterproof Cases are constructed of tough polycarbonate material to withstand and actually balk at run-ins with rocky trails and bounces in the pickup truck.

Inside, however, TLC is administered via a slip-resistant rubber pad. The soft and clingy material helps prevent potential damage to even the most precious cargo, like smartphones and digital cameras.

Not only are Plano's Guide Series Waterproof Cases available in four sizes, they also come in a selection of finishes. The 1449 - smallest in the family - comes in Clear, RealTree® XTRA and RealTree® MAX-5; the larger 1450 in Clear and RealTree® MAX-5; sized-up 14600 also in Clear and RealTree® MAX-5; and the heftiest case in the series, the 14700, out the door in clear.



Plano Bucks Anti-Spinnerbait Movement With Common Sense Storage

New Hanging Bait StowAway® offers Hydro-Flo™ ports to keep 72 baits fishable

If you read today's fishing magazines, you'd think the spinnerbait was dead. Yet, while everybody's throwing swim jigs in lieu of the old standby, blades are looking pretty new again to conditioned fish. Just ask KVD. He still carries dozens for running and gunning, burning over and through cover and commanding big aggression strikes.

And if bass anglers across the country were honest, they'd tell you the same thing: spinnerbaits rock. But storing them and other baits sporting treble hooks – crankbaits, chatterbaits and the like? Not so much. Truth be known, the ubiquitous A-rig was actually inspired by a neglected chandelier of spinnerbaits found in the bottom of a flea market tackle box.

Sure, binders are an option but they're a pain to access in the heat of the moment and also have a tendency to fatigue wire frames. And while most hard boxes designed for spinnerbait storage succeed at simple consolidation, they can't vent moisture, resulting in rust and skirt damage.

Addressing these issues and more—Plano introduces the 3505 Hydro-Flo™ Hanging Bait StowAway, a storage solution that's 100% easy access and common sense. For starters, you won't find any fancy gadgetry for orienting heads, hooks and blade arms; instead, baits are easily placed and retrieved from generously spaced grooves that prevent baits from tangling. Plus, wire blade arms are kept in proper shape so that bait's guaranteed to fish like it's supposed to. And you'll have plenty to choose from—the 3505 features three adjustable bait racks that will hold a maximum 72 baits at full occupancy! Group baits together by color, blade type, size or weight for easy visual assessments.

And now, for the first time ever in hanging bait organization history, Hydro-Flo™ ports allow wet baits to dry naturally, virtually eliminating rust and extending the life of synthetic skirt materials. That means no discovering at the worst possible moment—like when a school of bass bust bait off the bow—that your favorite bait is a lifeless heap of mangled, stuck-together rubber.

At roughly 10 inches wide by 8 inches deep and 6 inches high, the 3505's footprint will store in larger boxes and bags, as well as nestling into various boat compartments. Plus, when it's time to boogie with your collection of bug-out bag baits, a swivel carry handle makes transport easy. All that and construction that promises set-it-and-forget-it, like secure Plano's renown Pro-Latch closure that promises your baits are tucked in and tidy ... no chandeliers at the bottom of the box.







Fishing is Serious Business



Fishing is more than a sport for the majority of anglers - so much so that their love of fishing influences their retirement, vacation and spending decisions.

33 million anglers in the U.S.

SPEND

\$48 billion per year

SUPPORTING

828,000 jobs*

Would rather buy new fishing gear than other items

Time to Go Fishing

Anglers would spend their free time:

- Fishing 73%
- With family 10%
- Hunting 6%
- At a sporting event 4%
- Other 7%

2/3 admit to missing work

would give up a chance to meet the president in exchange for a perfect fishing day





Vacation and Retirement

Most anglers have taken a fishing vacation.

Anglers

Advanced Anglers

Of anglers who have not planned a fishing vacation

say they chose to spend time fishing on past vacations, even when their travel companions didn't want to.



will shape their retirement plans around fishing



of those anglers want to fish more often in retirement



of retired anglers fish as much, if not more, than they did before

Honeywell manufactures Spectra® fiber - one of the world's leading braided fishing line materials. To learn more about Spectra fiber for fishing line, visit www.spectrafishing.com.

Source: Online survey of 506 "avid" anglers - those who had fished in the past year on at least a minimum of 10 days, considered themselves at least of regular skill level, and fished either fresh or saltwater - conducted during the second quarter of 2014. Survey fielded by Southwick Associates, Inc. *Sportfishing in America: An Economic Force for Conservation, conducted by Southwick Associates, Inc., on behalf of the American Sportfishing Association (January 2013)



Kayaks And Boards

Introducing Hobie® Mirage® Pro Angler 17T Fishing Boat

Fishing out of one of Hobie's Pro Angler 12- or 14's is so much fun that Hobie is now making it possible for two anglers to share the experience in the same boat. Introducing the Pro Angler 17T tandem. It utilizes all the favorite features of the kayaks plus much more.. The result is like no other boat on the market. A human-powered 17' fishing machine. No gas needed, no-motor-zone compliant and made in the U.S.A. It does not get better.

The new 17T integrates all the features of the Pro Anglers including Hobie's iconic patented MirageDrive® pedal system with adjustable Turbo Fins for propulsion, leaving hands free for casting and catching fish. Three different configurations for the new, higher Vantage XT seats include traditional in-line tandem seating, face-to-face social tandem or solo with plenty of space for standing, casting and fly fishing in comfort.

Another key new feature is the patent-pending twelve-sided H-Rail System for mounting accessories. All anglers know that customizing their watercraft is a major part of ownership fun. The rails run along each side of the boat and provide a quick and easy way to secure a variety of accessories. Two-each H-Rail Mounting Plates, Rod Racks and Cup Holders come stock with the boat. An infinite number of optional accessories can then be added to the H-Rail such as a trolling engine mount, tackle bins, fish finders, camera mount or rod holders.

Built-in storage for up to twelve rods, ten horizontally and two vertically, keeps them handy but out of the way. A large front hatch and liner offer easy access for storing fish, ice, food, clothing or extra tackle. The built-in Lowrance® Ready transducer mounting plate and pre-installed wire plugs make it quick and easy to install electronics. Three large rectangular hatches provide easy access to pivoting Tackle Management Systems and in-hull storage.



The Pro Angler 17T boat weighs 185 pounds fitted and 230 pounds fully rigged with standard features and has a 900-pound capacity.

Anticipated availability of the Pro Angler 17T is Fall 2014.

www.hobiecat.com





Engel Express Angler

The innovators at Engel are at it again with the creation of the Engel Express Angler fishing board: the ultimate lightweight fishing craft that's great for long-range paddling, stand-up fishing AND snugly housing your Engel Cooler/Dry Box.

Stand-up paddle fishing not only provides you with full body engagement, it gives you awesome views of the horizon in front of you as well as the underwater life below. Many boards on the market are ill-suited for a long day of paddling and fishing. Their shape is inefficient for long-distance paddling and lacks stability. They are not able to accommodate the additional weight of the equipment you'll need to bring along.

The centerpiece of the Engel design is an in-hull recess designed to securely accept a 13 quart Engel Cooler/Dry Box. This box is perfect for keeping your valuables dry and secure, or keeping items cold on a hot day.

The Engel Express Anger Fishing board's 12' 6" length and 32" wide deck gives it greater stability, while its sharp hull displacement nose is more efficient and requires less effort for paddling longer distances. You'll no longer struggle paddling into a strong wind or current.

The Hybrid-Molded Construction means the Engel Express Angler is built more like a boat than a traditional glass-overfoam core board. HMC allows the Engel board to accommodate 400 lbs, while weighing just 32.

The deck EVA foam provides excellent traction. With multiple tie down options and unique Cooler/Dry Box storage, this board can accommodate our Engel Coolers and Live-Bait Cooler Aerator (not included). Removable 10" industry standard fin and screw are included.

Paddles, coolers and other accessories are sold separately. For more information, visit www.engel-usa.com







OLD TOWN CANOES & KAYAKS INTRODUCES NEW PREDATOR XL

Saltwater-Grade Minn Kota Motor and Foot Controlled Rudder System Combine To Deliver Ultimate Control and Unrivaled Hands Free Fishing Experience

Old Town Canoes & Kayaks, a leader in the paddlesports industry for over a century, today launched the Predator XL kayak, the new flagship in its Premier Angler Series. Incorporating all the pioneering features of the original Predator, including the Element seating system, customizable, high-strength mounting plates, Exo-ridge deck and Tri-Hull design, the Predator XL adds a 45lb thrust, saltwater-grade Minn Kota motor and a foot-operated rudder system to deliver an unrivaled hands-free fishing experience and pinpoint control.

Stealth quiet and supremely stable, the Predator XL was developed and fine-tuned through exhaustive consumer research, input from the Old Town Dealer Panel and Design Council, and the combined experience of the Johnson Outdoors pro-staff and Watercraft Design Team. The result is a premium, customizable, purpose-driven fishing machine that retains the best features and benefits of the original Predator series, while adding integrated, adapt in-a-snap consoles including the Minn Kota system.

The XL's Minn Kota Console system is a fully enclosed modular unit that provides fast and convenient plug and play performance. It includes a speed dial with forward and reverse functions not available on many other hands free boats, battery level indicator, USB charging port, sonar mounting plates, as well as battery and cable storage for sonar equipment and other gear. The Consoles' Quick-Kick Stand™ allows the user to lift and stow the motor unit with one hand and lower it again with the flick of the foot, an inspired technology that helps avoid prop collisions with water hazards. Users can also quickly raise the Console to clear away weeds and debris.

At just over thirteen feet long and thirty-six inches wide, the Predator XL delivers an amazing carrying capacity of 600 pounds of angler, gear and fish. The foot-controlled rudder system for hands-free operation in forward or reverse sets the Predator XL apart from the competition, helping to control



the boat confidently in wind and current, when fishing in tight spots or where fish are holding close to structure.

"The Predator XL will set a whole new bar in what consumers expect in a fishing kayak," said David Hadden, Brand Director for Johnson Outdoors Watercraft. "With the Predator XL we wanted to bridge the gap between fishing kayaks and bass boats and shallow water skiffs. The game changer is the combination of the Minn Kota motor and foot controlled rudder system, which allows you truly hands free fishing. Now you can work your local shoreline like a tournament BASS angler, moving and casting at every dock, stump or over hanging limb without taking your hands off the rod to reposition your boat. We guarantee you will fish more and catch more fish!"

The XL will be available in a number of models for maximum adaptability. The base model will feature Old Town's Utility Console, engineered with sonar equipment in mind. The Minn Kota version comes fully equipped with a foot-controlled rudder, battery box and Minn Kota Console. The third console, the Exo-Ridge Deck, provides a flat floor for standing, providing the perfect platform for poling and casting. The Predator XL is designed to work with all 3 consoles, allowing the user to adapt their ride in a matter of mere seconds.

Like its predecessors, the Predator XL will accept aftermarket options from angler's favorite vendors like Scotty™, YakAttack, Ram, Cannon and more, allowing users to truly customize the craft. Launching at ICAST (booth #1019) this month to the public, the Predator XL will begin shipping to dealers in October 2014.

Old Town® is part of the Johnson Outdoors family of innovative, market-leading brands. The company designs, manufactures and markets a portfolio of top-quality products for the



global marketplace across four categories: Watercraft, Marine Electronics, Diving and Outdoor Equipment. Johnson Outdoors' familiar brands include, among others: Ocean Kayak™, Necky® kayaks, Old Town® canoes and kayaks, Extrasport®, Carlisle® Paddle Gear, Minn Kota® motors, Cannon® downriggers, Humminbird® fish finders, SCUBAPRO® dive equipment, and Eureka!® tents. Visit Johnson Outdoors online at www.johnsonoutdoors.com.



The CruiserBoard

An all new category of paddlecraft has recently been launched by CruiserBoard Company of San Diego, CA. The CruiserBoard™ is a hybrid-- a cross between a sit on top kayak and a standup

paddleboard. The 11'6" paddlecraft is versatile, extremely comfortable and stable. It is excellent for fishing, recreational paddling and as a yacht accessory.

Recently the CruiserBoard team traveled to ICAST 2014 to formally introduce CruiserBoard to the freshwater and salt water fishing markets.

This extraordinarily stable paddlecraft was created to accommodate an ergonomically designed chair that is mounted on tracks built into the deck. The angler can sit comfortably in the adjustable chair, or fold up the seat bottom, stand up and lean against the chair's concave backrest. The stability of the board is remarkable. A person can easily stand with both feet on the side rail of the paddlecraft and the board will not turn over. The board paddles exceptionally well, whether you're seated or standing and is well suited for all age groups and skill levels.

The CruiserBoard is an excellent fishing platform that gives the angler the ability to sight cast and easily move around the deck of the paddlecraft. Rod holders are built into the seat and, for fly fishermen, the deck is kept very clean so the line cannot get caught on the fittings. For those wanting accessories, coolers and a wide variety of accessories from Scotty Fishing Products can mount onto the seven foot long deck CruiserTrack™ System that is built flush into the deck.

Built in the USA by Bounce Composites in Oceanside, CA, both the CruiserBoard's design and construction are patented. The well designed board is of high quality construction and very durable, performing very well in rocky conditions. Retail price, including paddle, is \$2,590.

At ICAST dealers and reps were signed up and producers of three fishing TV shows were intrigued with the paddlecraft and will be using the CruiserBoard in their 2014 / 2015 season.

For additional information please visit the CruiserBoard online at: www.cruiserboard.com, www.cruiserboard.com, cruiserboard.com, www.cruiserboard.com, www.cruiserbo





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Keep Your Catch Cool And Fresh

Arctic Ice - The Alaskan Series

Arctic Ice™ Alaskan Series is specifically designed to keep your beverages and perishables refrigerated all day or longer. The active ingredient is derived from plants – not petroleum. It is non-toxic, environmentally friendly and considering its re-usability, exceptionally economical.





Alaskan Series is designed at the molecular level to maintain its freezing point (33.8° F or 1° C) while absorbing surrounding heat until its fully thawed. Designed to last longer than ice and "blue" ice substitutes, Arctic Ice™ Alaskan series is one of the most innovative, durable and portable refrigerants available today!

Arctic Ice™ Tundra Series

Arctic Ice™ Tundra Series has been designed at the molecular level so that it freezes at an impressive -15° C (+5° F). What's even more impressive is that its active ingredient maintains a consistent freezer temperature as it stubbornly thaws.

Tundra Series is a portable, safe, and re-usable alternative ideally suited to replace dry ice.

Arctic Ice™ Tundra Series works best when frozen for 36 hours at the lowest setting available on



consumer freezers. (What takes longer to thaw, takes longer to freeze.) The purple interior turns white when fully charged. For extended storage periods, the cooler should be packed full of frozen goods and rarely opened. Order here - http://www.arctic-ice.com/



KoolerGel® "The Ice Extender" is the solution to make your ice last longer and it will make any cooler a more efficient cooler with 0° to -10° temperatures.

KoolerGel® from TBK Industries is an innovative product that extends the life of your ice when used in your food coolers, ice chests, soft-sided or hard sided coolers, bait tanks, and live wells. It makes ice last longer saving you money. How many bags of ice do you buy every year? Every time you buy

ice you watch your money just melt away. Use KoolerGel® in combination with ice in your individual coolers and it will make your ice last 30, 40 even 50% longer. KoolerGel® is reusable, re-freezable, and can last for years. Use it over and over again. It does not turn back to water it stays as a gel. Each package will make six 2-liter bottles.

You select any size plastic bottle from 12 ounces to 5 gallons. Using your own container allows you to choose the size that fits your needs and recycling help keep the plastic out of landfills. Never over fill the container, remember you need to leave room for expansion. Add the mixture to water and allow approximately 10 minutes for absorption and then place in your freezer for 48 hours, this will allow it to absorb the temperature of the freezer. When frozen, use the KoolerGel® in any soft or hard-sided cooler for boating, camping, catering, fishing, groceries, hunting, picnic outings, recreational events, sporting events, tailgating, and warehouse shopping. Anytime and anywhere you need a cooling source, you need KoolerGel®. KoolerGel® may be used with or without ice.

Just think about how much money you can save each year. That's right just add it up! The money you save each year using KoolerGel® could save you hundreds and hundreds of dollars. It's a great investment. So go to www.trophybagkooler.com and order yours today.

All ingredients are non-toxic, non-hazardous, and environmentally safe. It is not intended for ingestion.





Clothing, PFD, Sunglasses and More

Sun Shell™ Sun Mask by Turtle Fur Sun and Bug Face Protection

Lightweight performance face and neck protection from sun and bugs! The Sun Mask is engineered to multisupport your active fishing season lifestyle on and around the water. Designed with split side seams for a contoured fit and easy breathing mesh mouth Made from Sun area. Shell™; Turtle Fur's new lightweight, protective, performance technical fabric that features 4-way stretch, moisture management and anti-microbial finish... all with a silky hand. The UPF 50+ rating blocks 97% of UV rays directly from the sun and reflected off the water. Can be worn



over your nose, or as a neck gaiter. Contains 83% recycled polyester. Available in 4 colors/prints. MSRP \$22. www.turtlefur.com



Keep the Pests Away With Stetson No Fly Zone Hats

"Baseball caps, visor caps and dew rags eventually just don't cut it when you are in the outdoors, with sun and heat beating down on you. These head pieces block some sun, make your day on the water or on a hike a bit hotter and have no affect on bugs. Enter in the Stetson No Fly-Zone Big Brim Mesh Safari.

The ODU Magazine Team was on several fishing and hiking outings in early hot August and the differences in switching to the Stetson No Fly-Zone Big Brim Mesh Safari became apparent in no time. I may never use a baseball cap again when fishing, camping or hiking in hotter weather.

Let's talk design. The Stetson No Fly-Zone Big Brim Mesh Safari comes from a family of Stetson No Fly-Zone hats that look great. The big Brim Mesh Safari is light weight, comfortable and is very breathable with a mesh styles crown. The brim offers protection from the sun in a full 360 degrees. The adjustable wind cord features a toggle closure that can easily be converted to fit behind you head when needed. An interior hatband offers all-day comfort. And for us, the hat looks GREAT! Wife approved! http://www.chapelhats.com/shop-hats/fedoras/first-defense-no-fly-zone-by-stetson-hats/

Let's talk bugs. No Fly-Zone means just what Stetson set out to do in providing a hat that keeps the bugs away. We proved it to ourselves, it works!. NO-FLY ZONE™ insect repellent technology works as a contact insecticide effective against mosquitoes, ticks, ants, chiggers, flies, and midges. What we did was quite simple, we looked for bugs and they found us without much trouble. Those who had no hat on or who wore a baseball cap found bugs all in their faces like normal. On the beach, at the river bank, and while hiking; everyone experienced the basic buggy feeling when not wearing a Stetson NO-FLY ZONE™ hat.



An added benefit. The Stetson No Fly-Zone Big Brim Mesh Safari has an added feature of sun guard protection UPF (ultraviolet protection factor) 50+.

Those who whore the Stetson No. Fly-Zone Big Brim Mesh Safari had a different experience. A few gnats, black flies and mosquitoes would buzz over to them, but would never land and would leave as fast as they came. To tell you the truth it was quite interesting to see everyone else being bugged, while the NO-FLY ZONE™ keep another person was completely gnats, black flies and mosquitoes free."

New SunBandit™ Designs by Flying Fisherman®

Islamorada, Florida Keys anglers become more aware of the damage caused by harmful UV rays, the demand for sun protective headwear is on the rise, and Flying Fisherman® has answered the call with six stylish new SunBandit™ designs. Crafted with one-way horizontal stretch, the SunBandit is lightweight, breathable extremely comfortable. It's 100% polyester microfiber wicks moisture away from skin, dries incredibly fast and can be worn up to 12 different ways. With 22 designs to choose from, they're quickly becoming a must have for anglers who spend endless hours in the sun.

"We've seen a huge increase in demand for the SunBandit™ not only from fisherman, but many outdoorsman, from motorcyclists to

landscapers", said company VP Linda Sheldon.



Most often worn as a face mask for sun protection, the SunBandit™ can also be used as a headband, cap, neckerchief, balaclava, hair tie and more while defending against biting insects, cold wind, dust and engine noise.

"When I'm on the water I usually run to several spots throughout the day, and the SunBandit™ gives me about two hours of full protection while running from spot to spot. That really adds up over the years", said Bobby Vaughn, Inside Sales Manager for Flying Fisherman®.

New designs for 2014-2015 are Bait Ball, Gator Skin, Diamond Plate, Strawberry Grouper Skin, Yellowtail Skin and Large Mouth Bass. At just \$15.95 suggested retail, they're priced considerably less than similar products from other manufacturers. Flying Fisherman®'s collection of wearable art continues to expand and offer anglers a fashion statement that includes style and function.

Since 1985, Islamorada-based Flying Fisherman® has produced top-quality, functional products ranging from polarized eyewear to apparel for anglers around the globe. More details on on the SunBandit™ are available at www.flyingfisherman.com or by calling 305-852-8989.



Glacier Glove, the producer of high performance outdoor gloves, announces the addition of a new design inspired by the hard working guides, anglers, and rivermen of the world. The new Guide Glove feature G-Tek™ 2mm Neoprene, a durable two layer synthetic leather palm, and a full finger design.

Glacier Glove Announces A New Hard Working Glove For The Avid Angler



The Glacier Glove legacy began in 1982 when we made our first fishing gloves. Standing on the cold shores of Pyramid Lake, Nevada, the inspiration for our first model was born. Since that day, we have utilizing the best fabrics, and designs, striving to make the outdoor experience more comfortable. In 1998, we launched into sun protection gloves and hats, and today we are continuing to expand our line with products that will carry the same high level of quality and performance.

The Guide Glove is not only designed to protect you from cold water and uncomfortable weather, but it is also designed to protect you from the physical abuse that your hands can sustain during long days on the water. The insulating properties of the G-Tek™ 2mm Neoprene, combined with the two layer synthetic leather palm design, create a warm durable glove that will last, trip after trip. The Guide Glove is available now in four sizes (S-XL); Model #825BK − SRP \$34.99

For more information please contact — Lisa Day. <u>lisa@glacierglove.com</u> or Paolo Della Bordella. <u>paolo@glacierglove.com</u> Phone 1-800-728-8235.

SMITH Debuts New Dockside

With its long-standing commitment and dedication to the fishing community, Smith is excited to introduce the new Dockside sunglasses with ChromaPop™ polarized lenses. Always striving to up the ante on optics and fit, Smith created the new fishing-specific frame with the avid waterman in mind, utilizing the most scientifically advanced lenses on the market.



Debuting at the upcoming ICAST/IFTD Show in Orlando, Florida in mid-July, the new Dockside is a large fitting frame that provides superior coverage from sun reflection on and off the water. Crafted in Italy, the 8-base wrap design eliminates side glare while retaining a wide field of view. The frames are complemented with our award-winning ChromaPop lenses that are engineered to optimize color and increase visual clarity by blocking light wave intersections that create color confusion for the brain, ultimately enabling you to recognize true color, faster. The result: increased depth and detail of objects, while reducing eye fatigue.

Constructed of Trivex material - a premium lens offering in the optical market - ChromaPop lenses provide the durability, impact resistance and lightweight properties of polycarbonate and the optical



clarity of glass. ChromaPop is available in 6 proprietary lens tints: the new Polar Blue Mirror, the new Polar Bronze Mirror, Polarchromic Ignitor, Polar Brown, Polar Gray Green and Polar Platinum offerings for unmatched visual clarity on the water in any conditions. Ideal for medium to bright light conditions, the new Bronze Mirror lens create a color enhanced visual experience through intensified reds, blues, and greens for almost 3D-like visuals. Designed for the serious offshore waterman seeking to cut glare in bright light conditions and maximize fish spotting opportunities in open water environments, the new Blue Mirror lens produces enhanced visuals amplifying colors in their natural state. All ChromaPop lenses provide 100% protection from harmful UVA/B/C rays with film-free polarization, and feature Anti-Reflective (A/R) mirror coating to eliminate back-glare and hydroleophobic coating to repel water, dirt, and grease. For those seeking additional visual assistance, ChromaPop lenses are also offered in a Sun RX solution.

Mustang Survival® Elite™ Inflatable PFD

It's time to push the limits of performance without compromise. Built on a revolutionary 3D chassis, the Mustang Survival® Elite™ Inflatable PFD (personal flotation device) stays put at high speeds, lets you move the way you want and NEED to and provides automatic inflation powered by exclusive Hammar® Hydrostatic Inflator Technology. When inflated, a bright fluorescent yellow-green inflation cell appears for improved in-water visibility. (continued on next page)



continued - Engineered specifically for the serious angler, the Elite Inflatable PFD has been designed with five key-features to enhance every use in the water:

- 3D Chassis Revolutionary
 3D chassis creates a slim profile
 to enhance mobility, fit
 securely and reduce neck
 fatigue
- Built for Speed 3D chassis improves the body's aerodynamics to reduce drag at high speed
- Breathable Mesh Back
 Panel Made of the same engineered mesh found in premium running shoes for enhanced breathability
- Exclusive Materials Sleek inflation handle and body-armor tested outer shell fabric
- Hydrostatic Inflator
 Technology Activated by
 water pressure to
 automatically inflate when
 submerged in 4" or more of
 water



Shaped for optimum mobility and all-day comfort, the Elite has undergone rigorous testing including wind tunnel, high impact jumps and field testing with anglers including professionals Chris Lane, Mike McClelland and Dave Mercer.

"WARNING!" says Dave Mercer, host of TV's Facts of Fishing® and Bassmaster Emcee, "The new Mustang Elite Inflatable PFD is so comfortable your buddies may make fun of you after you forget to take it off when you get back to shore... well at least that's what my friends did!"

Unveiled at the International Convention of Allied Sportfishing Trades (ICAST) in July 2014, the product received high praise from anglers, media and retailers. The Elite will be available in stores January 2015 and will be available in black, gray and red. A sneak peak of the launch video is available online at https://vimeo.com/100463722.

More information on the Mustang Survival Elite Inflatable PFD can be found at www.mustangsurvival.com.



Flying Fisherman® Cali Added to Bifocal Sunglass Collection



Islamorada, Florida Keys - Flying Fisherman® recently added a new frame to its Master Angler Series of polarized bifocals. The Cali, with its shatterproof RhinoLens™, provides uncompromising protection, and the AcuTint™ Lens Color System cuts through glare and enhances contrast without distorting natural color. The Cali injected polarized lens is decentered for exceptional clarity, and the bifocal magnifier near the bottom of the lens eliminates the need for switching back and forth from reading to sunglasses, providing the best of both.

"With 10,000 baby boomers retiring every day, bifocal reading sunglasses have become a very popular necessity for those hard to see knots, charts, and GPS screens", said Pat Sheldon, company President. The Cali features a medium fit, semi-rimless TR90 frame with non-slip rubber nose and temple pads for a comfortable, stay-put fit. Available in high gloss black with AcuTint™ amber or smoke lenses.

Flying Fisherman® also offers two other bifocal styles, The Falcon TR90 wrap around, available in matte black, and the Nassau, providing the ultimate coverage, with polarized side windows, recessed nose pads and slotted temple tips for optional lanyard attachment.



All styles come in three magnification powers, +1.50, +2.00, and +2.50, and include a microfiber case. At \$89.95 US MSRP, they offer style and performance at an unbeatable value.

Since 1985, Islamorada based Flying Fisherman® has produced top quality, functional products ranging from polarized eyewear to apparel for anglers around the globe. More details on Master Angler Series Bifocals are available at www.flyingfisherman.com or by calling 305-852-8989.





'F' is for Phenomenal

Frabill's new F1 Storm Gear engineered for superior dryness in warm weather conditions



Regrettably, dry on the outside often means wet on the inside. Sure, you've kept the rainstorm at bay, but at the sacrifice of becoming a human sweat lodge. Anglers know that soaked feeling and wetted-oneself look after removing suffocating rubber waders. Same goes for mediocre raingear – kiln dried on the outside while a primary rain forest roots within. Eww...

This very humid-on-the-inside dilemma presents one of the greatest challenges in raingear design. How does an angler stay dry, inside-and-out, in smoldering to blazing weather conditions? Frabill's chief apparel designer Chris Leonard says he has the remedy. The new F1 Storm Gear premium raingear is critically engineered for anglers dealing with wet skies in warm weather conditions.

Widely available spring 2015, Frabill F1 Storm Gear, Leonard confirms, is built for anglers that know all about overheating. "Coastal and freshwater bass anglers are subjected to some of the worst weather imaginable. When it's pouring rain, but the thermometer still reads 80-degrees or higher, you can get drenched on the inside even if your raingear keeps outside moisture out.

We developed F-Series raingear with the specific purpose of keeping you dry inside...and out."

Longtime outerwear architect Leonard says the F1's construction is engineered from the outside-in. "We started with a premium lightweight ripstop outer fabric. The new F1 maintains the same waterproof performance as our F2, but in a lighter overall garment."



The durable yet supple ripstop fabric is then braced by a layer of internal mesh that maintains an airy feeling as your skin is kept from the outer fabric. The cooling air flow between the fabric and your skin promotes convective heat transfer away from the body, too. This matrimony of materials is found in both the jacket and pant.

Design of the bottoms is extraordinary as well. "It's a hybrid pant," says Leonard, "combining the best features from rain bibs and pants." Taller than regular pants, but shorter than bibs, the new hybrid pant rises just above the waistline to hug your torso. Adjustable waist straps let the user customize fit, too, so you won't fall victim to "plumber's butt" at every bend.

"The idea for the hybrid pants really comes from the frame-pack world," says Leonard. And considering that TENZING Outdoors hunting packs hail from the same parent company, it's safe to assume Leonard knows what he's talking about.



"Instead of putting all the weight on your shoulders, the hybrid pants share the burden with your hips." The shoulder straps are completely removable as well if you prefer the pants-only play.

Like all of Leonard's F-Series designs, ergonomic patterning in the F1 continues to elevate Frabill outerwear above all others. Fabric sections for the sleeve and back are precision tailored to move naturally with the human form, be it casting, captaining, or yanking on an outboard pull start.

Ergonomics continues in the knees and elbows. "The pre-curvature of F-Series Strom Gear is matched to the human form and posture. You'll see what I'm talking about when an F-Series suit hangs next to raingear from other makers. Slip one on an F-Series and you'll really feel what I mean."

F1 Storm Gear will be available as separates to personalize fit. Jackets come in two colors, rich forest green and oceanic blue; hybrid pants in an earthen tan that matches both jacket colors with style and class. http://frabill.com/clothing/fseries-storm-gear.html

F1 JACKET

- Two Layer waterproof, windproof, breathable lightweight rip-stop shell
 - Durable Water Repellent treatment
 - Waterproof, windproof and breathable membrane with 10,000 MM hydrostatic resistance
- 100% seam sealed



- Large pockets with zipper closure and storm flaps
- Dual external storm flaps with rain gutter over main zipper
- Two way adjustable, waterproof hood with reinforced brim/sun visor
- Ergonomic curved sleeves
- External adjustable sleeve cuffs
- Chest D-ring to attach tools and side seam Dring for tether cord kill switch
- Adjustable bungee cord at hem
- 3M[™] Scotchlite[™] Reflective Material on back



- Two Layer waterproof, windproof, breathable lightweight rip-stop shell
 - Durable Water Repellent treatment
 - Waterproof, windproof and breathable membrane with 10,000 MM hydrostatic resistance
- 100% seam sealed
- Removable, full elastic shoulder straps
- Gusset behind front zipper provides superior waterproof protection
- Large cargo pockets with hook and loop closures
- Ergonomic articulated knees
- Adjustable pant cuffs with cuff to knee half-length leg zippers
- Side seam D-ring for tether cord kill switch

Approximate retail price of F1 Jacket and Hybrid Pant: \$249.99.







Sunsect

Most people have no idea that using sunscreen and insect repellent actually together deactivate each other by up to 50%. However, that is not a problem for Sunsect. Sunsect is a patented sunscreen/insect repellent (DEET is our active ingredient) combination product that provides lasting protection against biting insects and damaging sunrays. Trusted by the U.S. military for 15 + years, Sunsect is now available to the general public. lt repels mosquitoes, ticks, no-see-ums, black flies, sand gnats, gnats, chiggers, chitras and other disease-carrying, biting insects. It



is safe for children, unscented, non-greasy, water resistant, dries clear and lasts for hours. Sunsect is Made in the USA! www.sunsect.com



Sunsect was originally developed for military use and rigorously tested in diverse environments the world over. The U.S. military has used Sunsect for more than 15 years both at home and abroad in war zones such as Kosovo, Korea, Afghanistan and Iraq. Sunsect is included as an essential element in our soldier's survival packs as a vital agent in the prevention of arthropod born infections such as Chikungunya, Denge fever, Lassa fever, Leishmaniasis, West Nile disease, Lyme disease, malaria and the encephalitides.

Prior to its approval and utilization, the U.S. military extensively tested Sunsect using exacting and stringent criteria in all hostile environments into which our soldiers could be deployed including Thailand, Egypt and Korea as well as domestically in Alaska, the Florida Everglades and Georgia's Okefenokee Swamp.



