

PHOENIX LURE co.

"Solutions For Serious Fishermen"

"New" Drop Zone™

Taking Drop-Shot Fishing to the Next Level!

For Immediate Release

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Sandusky, Ohio – July 12, 2004 -- Imagine this scenario...you only have the weekend to fish for your favorite finny opponent ...Mr. Largemouth Bass. All week long you've made plans to be out on your favorite lake hoping to entice a game of tug o' war from a lunker largemouth. The only problem is, Mother Nature throws one of her famous "Cold Front Curve Balls" right at your lake! Bright sunny skies, no wind, cold temperatures -- fishing is tough and nothing seems to be working!

That is the scenario the new Drop Zone™ Drop Shot Worm from Phoenix Lures was specifically designed for. Conquering those ultra-tough fishing times when it seems the only bass around are on your TV set!

"The Drop Zone™ is a compact little bait that offers a wide range of features," said Phoenix Lures National Sales Manager Doug Schlett. "It's finesse profile yet wide "spade" shaped tail wiggles enticingly with the slightest of rod tip movements. This creates a knockout punch via its unique design."

The Drop Zone™ moves a tremendous amount of water by coupling the baitfish silhouette body style with a wide swimming slow fall tail. "The bait comes alive when it hits the water," said Schlett. "It undulates ever so slowly due to the innovative wide sweeping tail...it literally moves the whole body back and forth as it drops to the bottom or jiggled near cover. Add extreme salt, and taste and finicky bass can't resist it!"

"The Drop Zone's™ compact profile, baitfish body and spade like tail displaces more water than lures twice its size," said Snyder. "It falls s l o w l y through the strike zone, making it the perfect drop shot lure and by adding Phoenix's exclusive salt and scent formulas, the bait really adds fish to your livewell when others won't."

But don't think that drop shotting is the only place for the Drop Zone™! "As a Carolina Rig lure the Drop Zone™ counters "do nothing" style baits and worms with an unassuming profile and deadly action," said Schlett. "It's equally at home as a Finesse Flipping worm or slider-style bait," adds Schlett.

Is the Drop Zone™ the perfect answer to ultra-tough fishing situations? Yes! It can be flipped, pitched, cast, Carolina-rigged, Texas-rigged, Drop-Shotted, split-shotted and extremely effective "jig-worm" when coupled with a Darter Head jig! The Drop Zone™ could possibly be the most versatile lure ever created!

The Phoenix Lures Drop Zone™ is available in seven (7) bass catching colors: #601 Green/Pumpkin, Copper, Black flake, #602 Green/Pumpkin, Purple, Black flake, #603 Melon Purple, Gold Halo flake. #625 Green Smoke, Gold, Black flake, #628 Melon Purple, Black flake, #630 J-D Special, and the hot new #631 Lake Erie Goby color.

The Phoenix Lures Drop Zone™ is an awesome lure when fished for other bass species like smallmouth and spotted bass as well. "Its unparalleled softness, saltiness and custom scent makes them the best finesse fishing baits money can buy," said Schlett.

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Phoenix Lures entered the fishing tackle industry in January 2003. From the start, our mission has been to provide the angler with the highest quality, most effective fishing lures at the best value in the marketplace.

Since the introduction of our first bass lure, Perfection Series™ Tube, Phoenix Lures' product-line has grown into a complete family of innovative designs. From our soft plastic tubes for serious bass anglers – Bronzeback Series™, to our record-setting Perfection Series™, and the new Drop Zone™, Phoenix Lures' commitment to cutting edge products and designs are unparalleled in the industry.

For more information, visit the Phoenix Lures corporate website at www.phoenixlures.com

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Drop Zone™ Drop Shot Worm

