www.bnmpoles.com www.vicious-fishing.com

For Immediate Release:

September 2, 2008-West Point, MS based BnM Pole Company and Vicious Fishing of Pell City, AL are teaming up to offer the consumer 3 FREE spools of Panfish line when they purchase a Crappie Jack rod. Visit your local BnM Pole Company retailer and look for rods with this example wrap for details.

Jack Wells, President and CEO of BnM Pole Company comments, “We’re excited about our partnership with Vicious Fishing. Our mutual goal is to provide the fishing consumer with quality products at a fantastic value, and we think this program will reflect our commitment to that goal.”

The specially marked rods should start hitting store shelves in late 2008 and early 2009, and consumers can start taking advantage of the promo at that time.

“We are very pleased to have the opportunity to partner with long time market leader BnM Pole Company to offer the consumer this great value”, says Glen Cunningham, Sales and Licensing Director for Vicious Fishing.