

# Vicious Fishing

## Russ Lane Signature Series Baits by Davis Bait Company

Vicious Fishing announced today that they have entered a partnership with Davis Bait Company as a new licensee for a Russ Lake Signature series of Jigs, Spinnerbaits and Buzzbaits.

For over 20 years, Davis Bait Company, has produced only the highest quality products for the fishing industry. As a rising young star on the tournament trail, William Davis was not satisfied with the terminal tackle he found in department and outdoor stores. It seemed that the buyers for the stores just didn't have a clue what fishermen really needed to be successful. It's been said that necessity is the father of invention, and the need for dependable and effective baits inspired William Davis to begin to make his own spinnerbaits and jigs. William's success on the water caught the attention of his fellow anglers, and he increased his bait production to share with the fishing faithful.

The rest of the story is truly a reflection of the American Dream. By identifying a need and developing a high quality, reasonably priced product to meet that need, Davis Bait Company has grown by leaps and bounds. Initially, William concentrated on prototypes that he felt would be productive on waters in the Central Alabama Region, *and effective they were*. Davis quickly

outgrew the garage and moved to a spacious, modern facility in downtown Sylacauga, AL. Interestingly enough, those baits that were developed for Central Alabama found success statewide, then regionally, and even nationally.

From one man's intense love of fishing, and uncompromising commitment to quality, fishermen around the United States are enjoying the benefits of using Davis products. All Davis Bait Company products are hand-crafted right here in the USA, from American-made materials. There is no compromise in the quality of the components used to manufacture Davis Baits, there is more invested in the hook alone than many other companies invest in an entire lure. The entire staff takes great pride in the labor-intensive process that goes into each product. Is there an easier, cheaper way? Absolutely, but this is not the Davis way. From weekend angler to touring pro, there is a Davis product that will meet and exceed your expectations.

Russ and William worked very closely to develop his Signature Series of lures that would live up to his high standards. Russ competing in his third year on the BASS Elite Series is an accomplished angler with many accolades to his name. Russ had certain requirements for baits that he was not finding in the current market place of lures. William and Russ meet and compared notes and developed this signature series of lures.

Vicious Fishing is in Dora, Alabama and can be reached via telephone at 866-645-0024. For more information on Vicious Fishing and its Licensees please visit [www.vicious-fishing.com](http://www.vicious-fishing.com).

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