

Vicious Fishing

Vicious Fishing Performance Apparel:

Dora, AL - June 29, 2007 - Vicious Fishing has announced an agreement in principal with Olive Branch, MS, based Hunter Trading Company to manufacture performance fishing apparel under the Vicious Fishing Brand.

Hunter Trading Company, manufacturer of high quality apparel brands in the hunting market, like Drake Waterfowl Systems, Ol' Tom Technical Turkey Gear, Rutwear Big Game Technologies, and McAllister, will apply their unique designs, fabrications, and technology to fishing specific apparel.



“At Hunter Trading Company, we are outdoorsmen first, and we design all of our garments to benefit the outdoorsman in ways that may be overlooked by other

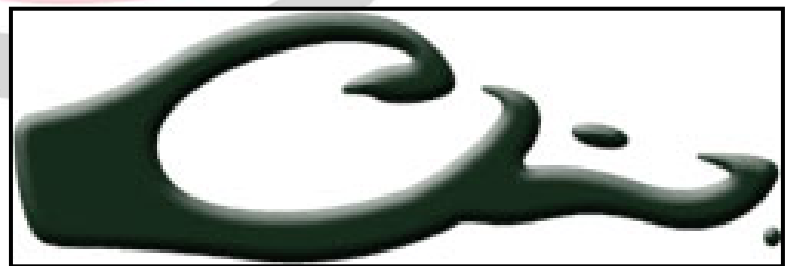


manufacturers,” stated Bobby Windham, co-owner of HTC. “As we were looking to enter the fishing market with our designs, we wanted a brand that would let the consumer know that we were cutting edge with design, fabric, functionality, and overall quality. What better name for that message than Vicious Fishing?” stated Windham.

“We are extremely excited about the program that Hunter Trading Company has put together,” said Keith Nesmith, VP Operations for Vicious Fishing. Nesmith goes on to say “The design team at HTC is second to none, and all their brands in the hunting market reflect product design that only comes from time in the field”.

For more information, please contact:

Hunter Trading Company
8136 Industrial Drive
Olive Branch, MS 38654
Tel: 866.521.5012
Tel: 662.895.3651
Fax: 662.895.0449



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