

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person: Chris Dutton

Company Name: JBS Fishing

Voice Phone Number: 205-387-0996

FAX Number: 205-384-1329

Email Address: chris@jbsfishing.com

Website URL: www.vicious-fishing.com

Vicious Fishing and Ultimate Bait ink agreement.....

Vicious Fishing announced today that they have entered a partnership with Ultimate Bait as a new licensee for plastic products. They will be launching a complete line of very unique plastics under the Vicious umbrella that includes the "Pollywogg", a small plastic frog perfect for swimming or fishing over cover, the "Limit-ator", a 4" Ring style worm great for putting limits in the boat, two models of curly tail worms called the "Shiester", one in a 6" model and one in an 8" model, the "Big Daddy" Craw, designed by Elite Pro Russ Lane, a finesse paddle tail worm called the "Shakin PT", a Swimbait called "Trickster" and a 6" lizard perfect for flipping and pitching or fishing a Carolina Rig called the "Slammin Liz" .

Chuck Myers, one of the principals of Ultimate said "We worked very closely with our pro-staff on these baits and are extremely excited about the relationship with Vicious. The Big Daddy Craw designed by Russ Lane is particularly impressive and although Russ will be fishing all of our plastics the Big Daddy will be his signature bait. We are beginning with a line-up of 7 baits but have several others on the drawing board that will hit the market very soon."

The Line-up

"Big Daddy" Craw-designed by Russ Lane

Pollywogg --Frog-For the Big Hawgs

Limitator - 4" Ring style Worm

Shiester - 6 and 8 inch curly tail worms that can fool even the most wary bass.

Shakin PT - A finesse worm with a very unique paddle tail

Slammin Liz - a 6" lizard that the bass slam.

Trickster - Solid Body Swimbait with sublimated coloring

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.

-- End --