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MEDIA RELEASE

For immediate use

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BigySmal crankbaits Small Tackle... Big Results

When Mister Twister introduced the BigySmal Meatloaf Shad fisherman around the world soon discovered this tiny finesse crank bait would catch just about anything that swims... trout, bass, walleye or panfish, so it didn't take Mister Twister long to add the Crawfish.

These deadly little floater-divers feature oversized 3D eyes and brilliant colors for high visibility under all water and light conditions. In addition they are easy to cast, and there is absolutely no hook tangling. They also feature an enticing fish-attracting rattle, and they come in a wide variety of proven patterns that allow any fisherman to "match the hatch."

As if this wasn't enough, both the BigySmal Meatloaf Shad and Crawfish sport razor sharp hooks and come in handy stow away and retrieve packaging.

Mister Twister's web site is: www.mistertwister.com. To receive a current Mister Twister catalog, featuring the entire line-up of Mister Twister products either visit the Mister Twister web site, or write: Mister Twister, PO Drawer 1152, Minden, LA, 71058-1152.