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MEDIA RELEASE

For immediate use

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Mister Twister RED Keeper Worm Hook

What's very sharp and all but disappears under water? The Mister Twister RED Keeper Worm Hook.

For years fishermen have known the Mister Twister Keeper Hook is simply the fastest, easiest best all-around method of rigging soft plastic lures.

Mister Twister continues that tradition with the RED Keeper Worm Hook, a hook that is all but invisible to the fish. The principle behind the RED Keeper Worm hook is simple but very effective. Because red, under most water conditions is the dominant color, a red hook all but "disappears." Fish see your lure not your hook.

Mister Twister's web site is: www.mistertwister.com. To receive a 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.