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MEDIA RELEASE

For immediate use

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New Exude Shrimp Mimics the Real Thing

Rigged on a saltwater jig head or single weedless hook, the new Exude™ Shrimp mimics an escaping shrimp. A quick popping retrieve provides great tail action, while the Exude™ Shrimp's undulating legs, make it irresistible to redfish, trout, snook and flounder.

Exude™ is the most powerful scent releasing system ever developed for soft plastic lures. Every Exude™ lure explodes when it hits the water, oozing a slime coating of scents, minerals, proteins and amino acids. So, the Shrimp, like all Exude™ brand lures has both a supreme feel and texture. Big fish, grab on and won't let go.

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.