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## MEDIA RELEASE

*For immediate use*

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### **Steelhead Trout Jig Effective and Versatile**

The Mister Twister Steelhead and Trout Jig is another great idea from Mister Twister, the leader in soft plastic fishing lure technology.

This lure is not only extremely effective, it is also very versatile and easy to cast. More importantly, the Steelhead and Trout Jig's Trout Worm trailer adds both color and action to the natural Bucktail jig. Tensile flash has also been added to improve visibility.

All these features add up to additional attraction that will turn the head of the wariest game fish. Steelhead and Trout Jigs are effective in shallow, deep, fast or slow moving water.

Additional information on the Mister Twister Steelhead and Trout Jig can be found in the current Mister Twister Tackle Catalog. To receive your FREE catalog, visit our web site: [www.mistertwister.com](http://www.mistertwister.com) or call 800-344-6331. Mister Twister, PO Drawer 1152, Minden, LA 71058-1152.