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MEDIA RELEASE

For immediate use

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Thunderworm Boasts Classic Gator Tail

With the popularity of gator tail lures surging every day, Mister Twister has reintroduced the Thunderworm. This "Twister Classic" 6-inch worm is quickly being rediscovered by fishermen nationwide. Combined with all new colors and Classic Twister packaging, the Thunder Worm is back because it has always caught fish, and fishermen demanded Twister bring it back.

The pros know, when fishing trophy bass you need a lure with bulk. It has to let you easily fish heavy cover, yet remain flexible enough to impart an eye-full of fish-attracting action. The Twister Classic Thunderworm is all of this and a lot more. It moves a lot of water as it quickly glides through thick concentrations of grass or weeds.

Rigged with a Mister Twister Weighted Keeper Hook, or as a Texas rig, the Thunderworm is a high-visibility worm that easily slithers through heavy grass, weeds or thick pads. Cast it, allowing it to sink slowly into the cover. Fish it easy and slow. A gentle "pumping" of the rod sets the Thunderworm's rippling gator tail in action. Available in 25 vivid colors including new core shot colors never before seen in a gator style lure.

Additional information on the Twister Classic Thunderworm can be found in the current *Mister Twister Tackle Catalog*. To receive a FREE catalog, visit our web site: www.mistertwister.com or call 800-344-6331. Mister Twister, PO Drawer 1152, Minden, LA 71058-1152.