

EXUDE™

RIDE THE WAVE OF
THE NEXT GENERATION

What is **EXUDE™**? **EXUDE™** is a plastic formulation that produces a softer, more natural lure while releasing a proprietary scent blend of protein, minerals and amino acids found to be most effective in stimulating game fish to feed.

EXUDE™ begins releasing its scent base as soon as it contacts the water.

When you rig an **EXUDE™** lure, you'll immediately notice the texture. There is no other lure like **EXUDE™**.

After your first cast, feel the lure. The slime coat you feel is the **EXUDE™** process releasing its scent trail. This process continues as long as the lure is in the water. There is nothing - other than the real thing - more natural.

The **EXUDE™** process is simply amazing. In no time at all it's become the *Next Generation Soft Plastic*. Fish the hottest, most in-demand line of lures since Mister Twister® revolutionized soft plastics. . . *the first time. Fish EXUDE™!*



FREE Mister Twister® Tackle catalog

See the entire line-up of Mister Twister products, including the **Exude™** in full color.

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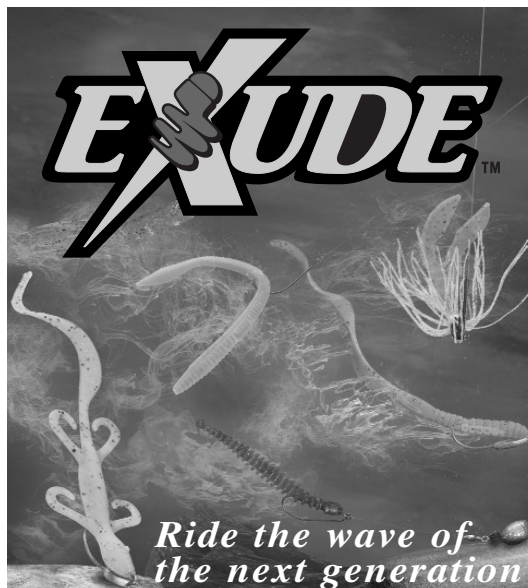
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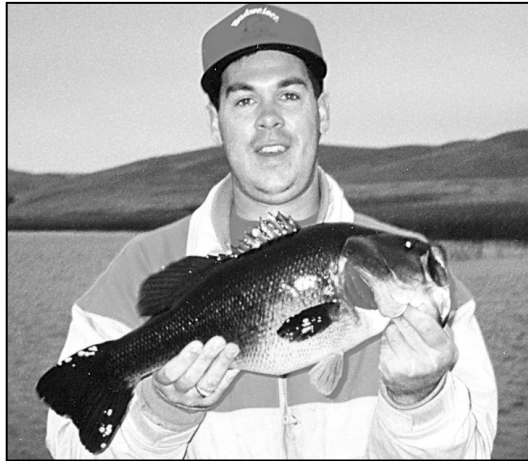
Every now and then a product comes along that revolutionizes an industry. When Mister Twister introduced the Curly Tail® grub twenty five years ago it changed the soft plastic fishing lure concept forever. Now Mister Twister has done this again with Exude™ brand lures. What makes Exude lures so different from any other soft plastic fishing lures? While the formula is complex, the concept is simple. Exude brand lures include fish food. That's right. . . fish food.

Exude is a new plastic formulation that provides a more natural presentation while releasing a proprietary blend of protein, minerals and amino acids found to be most effective in stimulating fish to feed.

As if making Exude lures from fish food wasn't enough, Mister Twister further distinguished Exude brand lures by seeing to it they began releasing their fish food as soon as they came in contact with water. This is not just a breakthrough in fishing lure technology. Like the Curly Tail concept, it's a huge breakthrough that has defined *the next generation of soft plastic lures*.

Drop any Exude lure in water, pull it out and feel it. It's slimy. . . just like a bait fish. That slime coat is the Exude process. It's releasing a scent trail in the water. There is nothing, other than the real thing, equal to Exude. Anyone can apply a topical scent to a lure, but it doesn't do a lot of good to apply a surface application of salt, or any other scent to a lure if it washes off on the first cast.

Mister Twister also looked at lures that "contained" scent, but quickly decided they wanted a lure



Mister Twister Field Staffer Kevin Saunders is a bass tournament fanatic. The first time he fished Exude was at a Missouri bass tournament. His first cast with a 9.5" Exude Ribbon Tail produced a 6.3 lb. Largemouth. His second bass on the same lure was 5.8 lbs. His third fish was a 6.8 lb. brute. By weight-in, his catch topped the scales at 23.75 lbs. He had not only won the tournament, but his 6.8 lb. bass was the big bass of the day.

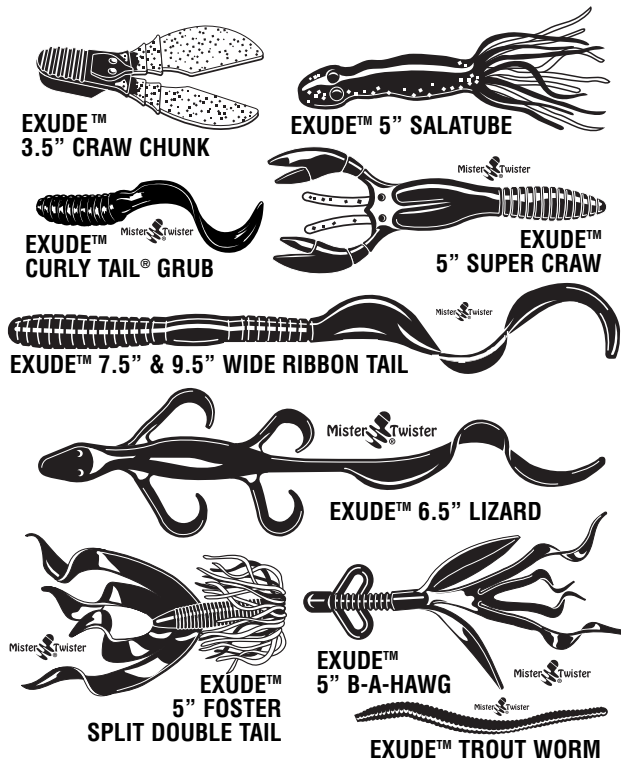
that released scent, concluding it was useless to fill a lure with scent if there was no way to let it out. After all, that would be like eating peppermint candy still in the wrapper.

Mister Twister wanted the scent to be part of the lure process. It wanted a soft plastic lure that was actually made of scent and natural fish food additives. Exude brand lures are the result of that thinking.

Too many times fishing lures that do well in test tanks and laboratories fail miserably in the field. But, not Exude lures. The Mister Twister folks had done their homework and they had done it well. They were flooded with positive field test reports. The message was the same. . . Exude works. Exude catches fish. Amazing. Unique. Unbelievable.

Yet the folks at Mister Twister still couldn't sit back and relax. They began receiving requests for an Exude hook. It seems as though the slime coating that was so efficient at attracting fish caused the lure to slip off conventional bayonet hooks. Mister Twister responded with the Exude Keeper Hook, a hook with a ribbed bayonet that holds the product securely regardless of the amount of slime it creates.

The Mister Twister legacy has come full circle. The lure that revolutionized the soft plastic fishing lure industry twenty five years earlier was now part of the revolution of the new millennium. If you're serious about fishing you owe it to yourself to fish Exude.



EXUDE™ KEEPER® HOOKS



Here's a great way to rig Exude™ soft plastic lures. The bayonet design of the Exude Keeper® Hook is perfect for the natural slime coating produced by Exude lures. Lures will **not** slip off the bayonet of the Exude Keeper Hook. While it is especially effective holding Exude lures it will also work with all other soft plastic lures. Molded from **lightweight, environmentally friendly** materials. No lead here. And, that means no added weight. Standard Exude Keeper Hooks are available in five sizes, 1/0 - 5/0. Kahle style Exude Keeper hooks come in sizes 3/0 - 5/0.

