



SEBILE® D&S CRANK WINS ICAST AWARD

Innovative Crankbait Design Wins Best Hardbait Award

COLUMBIA, S.C. (July 15, 2011) – The Sebile® D&S Crank won Best Hardbait at this year’s ICAST show, adding to its growing list of accolades that already include NANTES 2011 (Europe) Best New Hard Lure and Best of Show awards. This unique lure designed by Patrick Sebile gives anglers a deep-diving crankbait that can be fished in any heavy cover without worry of snags.

The awards are given each year to the best products in each category and then voted on by select ICAST attendees including active editorial journalists and retailers.

“The D&S Crank is a phenomenal crankbait for fishing in heavy cover,” said Patrick Sebile, Hard Bait Development. “The Sebile D&S Crank is a new twist on a once traditional bait. It is always exciting to be recognized at ICAST; it is exciting to win this award as part of the Pure Fishing family.”

The triangular-shaped body is armed with a moving wide gap hook so the point is protected by the lures flattened tail making the D&S Crank one of the first conservation-conscious lures. Since anglers no longer need deal with treble hooks, catch and release is easier, faster and much more safe for the fish.

Whether retrieved or trolled, Sebile’s unique Gravity Snagless Hook System uses earth’s natural attraction to hold the hook down in its lowest position possible. This allows the bait to run through heavy grass, brush and rocks without fear of snagging. The hook moves upward on the lure’s body during a strike for an immediate hook set.

Internally, three partitions each contain a bead that rolls different lengths to create different sound levels, making the D&S Crank widely targetable for a reaction strike on many levels. This bait is designed to run as deep as 20 feet while cranking and 28 feet while trolling, and is constructed of heavy-duty, ultrasonic-welded ABS material.

The D&S Crank is a premium lure designed for any fisherman that likes to target those species that hold tight to cover, but it also works well in the open water. It is available in nine fish-catching colors including: Matte Orange/Yellow Crawdad, Matte Brown/Red Crawdad, Holo Greenie, FireTiger Gold, Hot Lime, Natural Red Tilapia, Natural Shiner, Blue Althea and Natural Gold Shiner.

SRP for each Sebile D&S Crank is \$14.50

About Pure Fishing, Inc.

Pure Fishing, Inc. is a leading global provider of fishing tackle, lures, rods and reels with a portfolio of brands that includes Abu Garcia®, All Star®, Berkley®, Fenwick®, Gulp!®,

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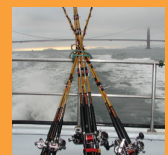
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