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New Product Release Info, ICAST 2014 Release
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Building on its founding principle of *Match-the-Hatch*™ lure concepts, LIVETARGET will again bring to ICAST a new set of lures built on the brand's core principles to innovate.

The BaitBall® series was introduced at ICAST 2013 as a new concept to the fishing tackle trade. The concept was simple. "Last year we introduced BaitBall® to the market," claims visionary Grant Koppers. "At the time, we announced that our concept was more than just a one-time pattern, our vision extends into a whole new category," continues Koppers. The introduction of a 'juvenile' sized Threadfin Shad, Emerald Shiner and Glass Minnow in 2013 was an immediate success and garnered top honors with a Best of Show award in the Hard Lure category at ICAST.

THE EVOLUTION CONTINUES

Fast-forward to ICAST 2014, as LIVETARGET prepares to launch the second wave of BaitBall® products: The *NEW* Yearling™ BaitBall. This new product series is a concept developed around nature's own baitfish hatchery. Young-of-the-year hatchling baitfish often become the core of the underwater food chain. The stats are simple. Fish lay thousands of eggs, but very few survive to adulthood. Lead lure designer Tobias Weigand states, "When all fish hatch from an egg, they're tiny in mass. Hatchlings; such as alevin and fry, are generally eaten by very small fish and other baitfish. However, when they become yearlings, they are large enough to be foraged upon by game fish." It is these year old baitfish that make up the new Yearling™ BaitBall. Weigand continues, "We know that game fish eat yearlings but we've never been able to match the hatch before unless we use a tiny lure." Clustering yearlings into a BaitBall® configuration creates a natural presentation in a tool that is large enough to cast with adequate hooks to target larger game fish.

The new Yearling™ BaitBall series brings forth some of the most life-like lure patterns ever created using the intricate LIVETARGET design elements for baitfish anatomy and color patterns. It is further testimony to the LIVETARGET creed to *Match-the-Hatch*™. The Yearling™ BaitBall series has been created around eleven distinct lure tools for technique specific applications:

- Squarebills: 2 sizes / 5 colors
- Crankbaits: 3 sizes/dive depths / 5 colors
- Jerkbait: 2 sizes / 6 colors
- Rattlebaits: 2 sizes / 5 colors
- Walking baits: 2 sizes / 4 colors

The Yearling™ BaitBall will be available to retail partners in August and to consumers in September 2014. Please reference 2015 Product Catalog recently provided for colors, sizes, and specifications for each model. Yearling models will have a \$17.99 MSRP. Link to Yearling digital photography files:

<https://www.dropbox.com/sh/wyra5iggvl4o2s2/AACe7W0enHgvfyIr1Wlb1c59a>

New BaitBall® colors:

Each of the existing (original) BaitBall® models (now classified as juvenile) will get two to three new color introductions (depending on model). These colors have been added to provide additional watercolor specific solutions to the staple BaitBall® juvenile color offerings. See 2015 New Catalog for colors, sizes, and specifications for each model.

Saltwater New Products:

Last year's introduction of the first ever soft-lure by LIVETARGET, the Rigged Shrimp, has created a serious impact with coastal area dealers and saltwater anglers. LIVETARGET is becoming a formidable supplier for the avid saltwater angler with its portfolio of both blue-water and inshore lures; including imitations of Sardines, Mullet, Mackerel, Menhaden, Pinfish, and Shrimp. Building upon the success of the Rigged Shrimp in 2014, comes the *NEW* Hybrid Shrimp.

- The Hybrid Shrimp has a hard lure body combined with soft legs to create a natural swimming appearance and action.
- Available in two sizes: 3 1/2" and 4" and eight colors (similar to many of the colors introduced in soft Shrimp). Several of the Hybrid Shrimp colors will offer flash attraction built into the design. The innovative belly hook design helps to reduce snags.
- The existing Rigged Shrimp (soft) product line-up will be enhanced with 2 new colors in both 3" and 4" sizes.

Hybrid Shrimp MSRP: \$14.49. Hybrid Shrimp availability in US & Canada: after December 1, 2014. Link to Hybrid Shrimp digital photography files:

<https://www.dropbox.com/sh/wyra5iggvl4o2s2/AACe7W0enHgvfyIr1Wlb1c59a>

LIVETARGET will be hosting a number of activities at ICAST that are specifically organized to help with editorial interests and to provide excellent access to a 'hands-on' review of our Company and product line offerings. Please organize your schedule to take advantage of one or more of these opportunities for participation with our media outreach events:

Hospitality time: at the LIVETARGET (booth #1937) on Wed @ 4:00pm. Come join us for a cold one!

Demo Tank: Come to the ICAST Demo Tank area, (booth #3351) to see the LIVETARGET lures in the water. Demo times: Wed @ 1:30-2:00; Thurs @ 2- 2:30; Fri @ 10:30-11:00. Please let us know if you'd like some personal time during these sessions and we'll get it scheduled.

For ICAST Media and lure demo tank scheduling, contact: Gary Abernethy (828) 551-5786 media@koppersfishing.com

Since its launch in 2008, LIVETARGET has grown into a full family of life-like fishing lures that Match-the-Hatch™ to specific game fish forage, with over 700 styles and colors of lures for fresh and saltwater fishing. The lures feature industry-leading designs in realism and workmanship that create award-winning lures that closely mimic nature's different baitfish species. Headquartered in Ontario, Canada, LIVETARGET won ICAST Best of Show awards in the hard and soft lure categories in 2010, 2011, 2012, and 2013. For more information contact: media@koppersfishing.com