



TBD  
For Immediate Release

Contact: Rick Quade  
Email: richardquade@hotmail.com

## **VICIOUS FISHING LURES IN BOYD DUCKETT** *CLASSIC WINNER TO DESIGN NEW BD SERIES OF BAITS*

PELL CITY, AL – Vicious Fishing will be launching a new series of baits as part of a partnership between their licensee, Trophy Technologies, and pro angler, Boyd Duckett. The new BD Series will add a pro grade offering under the Vicious brand of baits which is going to include crankbaits, jerkbaits, topwater lures, frogs and spinnerbaits that were designed and tested by Duckett himself. As a 4-time B.A.S.S. winner, Bassmaster Classic Champion, successful businessman and industry innovation leader, Boyd brings a wealth of knowledge to the mix.

“Having Boyd join our team is simply amazing. This guy has won over \$1.4 million dollars as an angler and has proven time-after-time that he knows how to build successful products. It has been a pleasure developing the new line of baits with him. Our customers, and consumers, are going to love what the new Vicious BD Series offers,” stated Kris Reibel of Trophy Technologies.

Duckett added, “I am very excited to be a part of this venture. The combination of the Vicious brand and the manufacturing capabilities of Trophy Technologies is already a winning proposition. My role is to push it to the next level by delivering on 20-plus years of tournament angling experience and bait development. The new Vicious BD Series of baits will be tournament grade and run true right out of the package, meaning anglers can spend more time catching fish.”

With nearly 50 SKUs under the BD Series, the total number of SKUs will grow to nearly 225 baits being offered under the Vicious brand. The new baits will be available at ICAST in Orlando at the Trophy Technologies booth (1209) and can also be seen in the Vicious booth (2369).

“It’s this type of collaboration between brands, manufacturers and professional anglers that make great things happen. The continued brand growth in the bait category is beyond exciting and we look forward to hearing feedback at ICAST,” commented Vicious President, Jeff Martin.

### **About Vicious**

By offering premium fishing line, baits, premium eyewear, apparel and other angling products, Vicious was inspired by the everyday angler. Today's angler deserves quality, durability and reliability in their gear and Vicious delivers all of that with an attitude. Vicious headquarters are located in Pell City, AL. For more information regarding Vicious and its family of products, visit [Vicious-Fishing.com](http://Vicious-Fishing.com) or call 866-645-0024.

### **About Trophy Technologies, LLC**

Founded in 2003 by Rick Quade and Kris Reibel, Trophy Technologies set out to make fishing tackle that was truly unique. Being avid anglers, they sought to produce brands that would cater to Professional Fishermen, while at the same time providing superior products at a price within reach of the average angler. Their baits can be found in Tackle Stores in 43 countries from the USA to Canada, Russia to the Ukraine, to South Africa, Australia, Poland, Turkey, Thailand, Japan, Germany, Italy, Spain, England, France, Holland, Ireland, and virtually every other Western European country. Their family of brands include Castaic, Reaction Strike, Hoerne Toad Tackle, Throwback Lures, Musky Armor, Bulldawg Rods, Backstabber Lures and SquirtBait. For more information regarding Trophy Technologies, Vicious Fishing baits or any of its family of products, visit [TrophyTechnologies.com](http://TrophyTechnologies.com) or email [richardquade@hotmail.com](mailto:richardquade@hotmail.com).