

WICKED LURES

PRESS RELEASE

Tuesday, May 30, 2017

FOR IMMEDIATE RELEASE

WICKED BASS KILLERS

**New & Innovative Bass Lures
Debut at ICAST 2017**

WHAT MAKES WICKED LURES DIFFERENT?

Wicked Lures are a new product specifically designed on monofilament line to move like a bait fish. Easy to cast, troll, back bounce, plunk, float fish and run behind divers. Unlike other spinners on the market, the action and presentation of Wicked Lures makes each lure unique and deadly to a wide variety of game fish for both fresh and saltwater fishing.

THE BUZZ

"I did the R&D for James' new line of Bass Killers for over a year in NE Florida. These lures worked on everything I've thrown them at: Reds, Trout, Snook, Bass etc. Saying I've been very impressed is an understatement. I rig 4 poles with different colors and head to any body of water. Use Wicked and you will catch bass and every other fish in the water! It is the most consistent bass lure on my boat." Trevor Dorics, Professional Bass Angler, tournament fisherman and owner of Trevacy Outdoors.

THE HISTORY

Owner and creator James B. Beasley spent 18 years developing the hottest and most innovative fishing lures in the USA for catching salmon, trout, steelhead and now bass. It is so innovative that Beasley received a U.S. patent design for his lures in 2016.

"I officially started Wicked Lures in 2011 putting away my sticks as a professional drummer. I moved back home to Port Angeles, Washington, located on the Olympic Peninsula, west of Seattle to R&D my innovative lure and bring it to the market. Now 5 years later I'm excited to announce the launch of Wicked Lures nationwide with our newest lure: Wicked Bass Killers. We've come a long way starting with just one lure, our signature Wicked Lure, for catching salmon and steelhead and then we followed up with a full line of King Killers, Wicked Lures, Trout Killers, Bass Killers and my custom made-in-the USA, Wicked Squids." says Beasley.

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WHERE TO FIND US BOOTH #628

WEBSITE WWW.WICKEDLURES.COM

