

For Immediate Release w/photo

No longer considered a novelty, WaveSpin is Reel with an industry first “more fish guarantee”

Award-winning company is now eight models strong with a pair priced below \$50

PORT RICHEY, Fla. – When WaveSpin was first introduced five years ago the “radical” tangle-free wave design was considered a gimmick to some. Yet those who tried the affordably priced reels found WaveSpin to indeed be a well thought-out reel, winning numerous awards and impressive accolades from mainstream fishing media and serious angling technicians alike.

“**Bass Professor**” **Doug Hannon** re-invented the reel with a unique wave spool design, the antithesis of the spinning reel’s smooth face fabrication used for over six decades. Since then WaveSpin’s popularity has spread across the U.S. with thousands upon thousands of “tangle-free” anglers making longer, effortless casts and having more lure time in the water.

WaveSpin debuted four reels at the 2011 ICAST fishing tackle trade show with several advancing to the final rounds of more magazine competitions. Some test reels are matched with CastAway’s (www.castawayrods.com) new series of Microwave rods – another Hannon patent – eliminating the distance robbing slap of the line so apparent in old style spinning rods. The result is faster, farther and more accurate casts that can’t be matched by any other spinning rod.

The young reel company now has a growing family of guaranteed tangle-free models in a variety of affordable price ranges starting at \$45.95 MSRP. All are backed by tough multi-disc drags with more tension and smoother operation than any other reel on today’s market.

New WaveSpin Models:

WaveSpin introduced two super-strong lightweight versions of the original DH models, the new DH3000z (9.5 oz) and DH4000z (11 oz); both great for a wide variety of fish species.

All WaveSpin Reels, including the ZTR series, utilize the same high quality spool and drag system as WaveSpin’s more expensive models. The DHxL and ZTR models as well as the new DH 3000z and DH 4000z also have double shielded stainless steel bearings throughout. These five WaveSpin Reels sport a new bold rich look with the feel and performance WaveSpin Reels are now famous for plus a new graphite composite for even more added strength.

The lightweight bodies on all eight models (8 to 12.5 oz) hold a variety of line capacities and each drag operates on a lifetime waterproof lubricant Hannon engineered and perfected.

WaveSpin’s Guaranteed Tangle-Free Reels Also Guarantee More Fish:

Hannon asks how many more fish will you catch? “Pros tell us, ‘Time wasted in clearing loops and tangles can cost you up to 300 casts a day,’” said Hannon. “More casts means more fish, that’s the WaveSpin advantage; more fish guaranteed.”

WaveSpin’s **Russ Riley** added, “In the unlikely event that an angler has any problems with any form of tangling they can make a quick call to our warranty department. They’ll get a live person on the line to help them diagnose the problem, and, after two contacts, if they’re not happy we’ll refund the purchase price.”

WaveSpin is marketed through major sporting and fishing goods stores such as Bass Pro Shops, Cabela’s and independent tackle stores nationwide. For more go to WaveSpin’s website at www.WaveSpinReel.com or contact Russ Riley at Russ@WaveSpinReel.com, by phone at 989-967-8426 or ask your favorite tackle dealer to order for you.

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WORLD'S ONLY PATENTED GUARANTEED TANGLE-FREE REELS
"Official Reels of Walt Disney World's Guided Fishing Excursions"
Winner of Field & Stream Magazine's "Best of The Best Award"
"Best of the Best in Value" by FLW Outdoors Magazine
NAFC Field Tested "Seal of Approval"
TackleTour.com's Innovation Award

(photo caption: WaveSpin’s new DH3000z with the “waved-spool design” is \$87.95 MSRP)