

For Immediate Release w/photo and caption

Two new economical WaveSpin tangle-free reels to be premiered at ICAST fishing tackle trade show

New ZTR (Zero Tangle Reel) models feature the same great performing spool design and drag system that has made WaveSpin a success and fun when fighting game fish

LAS VEGAS, Nev. --- Fishing writers and retailers will be among the first to see two new 2011 model year WaveSpin reels --- both at suggested prices below \$50 and guaranteed tangle free -- at the ICAST fishing tackle trade show, July 14 – 16 in Las Vegas.

WaveSpin's two new ZTR (Zero Tangle Reel) 1500 and 3000 models are built off the same popular and award winning "radical" design developed by **Doug Hannon**. Known far and wide in the industry as The Bass Professor, Hannon patented a "waved" spool making loops irrelevant by eliminating tangles and bird nests that have left millions of anglers frustrated since the invention of the modern spinning reel 60 years ago.

Despite the down turn in the economy WaveSpin has continued to grow and now tens of thousands of "tangle-free" anglers are making more and longer, effortless casts.

"We hope to bring in even more anglers of all ages with these two lower priced reels," said Hannon. "WaveSpin has helped introduce many families to trouble-free fishing fun."

WaveSpin's newest lightweight models resemble the beveled styling of the DHxL reel introduced two years ago. Three predecessors will also be featured at ICAST including the DH3000 which has won many accolades and awards, among them the 2008 *Field & Stream* Magazine's "Best of the Best" for spinning reels and *TackleTour.com's* Innovation Award.

WaveSpin's Patented Tangle-Free Technology makes them the only reels of any kind or category in the history of the fishing industry that has ever guaranteed tangle-free operation. Many fishing writers and editors have stated in their reviews it's one the most important performance features to ever be added to a fishing reel in decades. It's also why WaveSpin was chosen as the "Official reel of Walt Disney World's guided fishing excursions."

Both new WaveSpin ZTR reels feature:

- 4 stainless ball bearings
- Folding Soft Grip Paddle Handle
- One Year Warranty
- Light Weight Graphite Body (ZTR 1500 is 8 oz, ZTR 3000 is 10 oz)
- Same great performing spool design and drag system that's made WaveSpin a success.
- WaveSpin's Tangle Free Guarantee

Internally each has tough multi-disc drags for more tension and smoother operation in fighting the big fish. Hannon said the ZTR 3000 is ideal for largemouth bass, walleye, northern pike and larger panfish; the smaller ZTR1500 is for finesse fishing like trout, smallmouth bass and panfish. Line weights range from 2 -12 lb mono and up to 50 lb braid.

Suggested list price for the ZTR 3000 is \$49.95, the ZTR 1500 is \$45.95.

The newest 2011 additions to WaveSpin's growing family of reels will be available in stores like Cabela's, Bass Pro, West Marine and independent tackle stores across the nation well in time for Christmas.

WaveSpin is marketed by XXX-Stream Tackle through major sporting and fishing goods stores. For more on WaveSpin go to its website at www.wavespinreel.com or contact **Russ Riley**, VP of sales and marketing at: 989-967-8426 or via e-mail at russ@wavespinreel.com.

###

(Photo caption) **Like its four predecessors WaveSpin's newest and economical ZTR 1500 & 3000 reels make loops irrelevant eliminating tangles and bird nests; backed with the same great performing spool design and drag system that has made WaveSpin a success.**

The only reel brand in the world with a **"BIRD NEST FREE GUARANTEE"**
"WORLD'S FIRST & ONLY ORIGINAL" - Patented Tangle-Free Reels
"Official Reels of Walt Disney World's Guided Fishing Excursions"
Field & Stream Magazine's "Best of The Best Award"
Tackle Tour.com's Innovation Award
NAFC Field Tested **"Seal of Approval"**
"Best of the Best in Value" by FLW Outdoors Magazine

Contact: Pete Johnson, Johnson Communications, Inc.
Scottsdale, Ariz. 85267
480-951-3654 (ph), JohnsonCom@aol.com (e-mail)

SPECIFICATIONS: New WaveSpin ZTR models for 2011

WaveSpin ZTR 1500

MSRP: \$45.95

Mono 2 lb (8 lb braid) 330 yards
Mono 4 lb (14 lb braid) 200 yards
Mono 6 lb (20 lb braid) 160 yards
Retrieval rate: 22 inches per turn

Gear Ratio: 5.0:1
Four Stainless Ball Bearings
One Year Warranty
Weight: 8 ounces

WaveSpin ZTR 3000

MSRP: \$49.95

Mono 8 lb (30 lb braid) 200 yards
Mono 10 lb (40 lb braid) 160 yards
Mono 12 lb (50 lb braid) 120 yards
Retrieval rate: 26.5 inches per turn

Gear Ratio: 5.1:1
Four Stainless Ball Bearings
One Year Warranty
Weight: 10 ounces