

For Immediate Release

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Yakima Bait Company

Yakima Bait Introduces New Mag Lip 5.0

Granger, WA – Building on the tremendous success of the Mag Lip 4.5 and Mag Lip 3.5, Yakima Bait is adding the new 5.0 to the Mag Lip series.

“Mag Lip has found its way quickly into the market. It’s unique ‘Skip Beat’ action delivers a strike stimulating kick to its swimming action that has been incredibly effective in catching salmon, steelhead and trout”, commented Buzz Ramsey, Brand Manager and lure designer for Yakima Bait Company.

“The action is everything. Certainly, color is important, so is the lure’s profile but it has to have that special action to enhance the effectiveness of the other attributes. Before, you had to buy 10 or 20 plugs to find the one that fish wanted...that one plug that had that special action that drove fish to bite. The challenge has been producing that characteristic in every plug and that’s what we’ve done with the Mag Lip series --- they all swim perfect right out of the package and every one of these plugs has that special ‘Skip Beat’ action that gets fish to bite.”

The Mag Lip 5.0 is available in 45 “salmon” finishes and comes rigged with two 2/0 extra sharp treble hooks. The “5.0” means it’s 5” long and like all Mag Lip, the Mag Lip 5.0 has side grooves designed to hold bait wrap thread in place when applying a bait wrap to the underside of the plug. The Mag Lip 5.0 dives to depths up to 20 feet depending on how much line has been let out and the diameter of line being used and can be fished in water speeds up to 4.5 MPH. All Mag Lip can be trolled or back-trolled effectively.

Ramsey finished, “The Mag Lip 5.0 in early testing is already exceeding expectations. Fished side-by-side with other popular salmon plugs it’s the one salmon are biting, three, four and five times more than any other plug being fished. The Mag Lip 5.0 is perfect for any and all salmon fisheries from Alaska to Northern California and east to the Great Lakes... wherever you find silver and King salmon, the Mag Lip 5.0 is a perfect fit.”

For complete product details and Know-How information visit: yakimabait.com



FLRCT - Flo Red/Chart “Tiger & Tail”
Cow Girl



MSCT - Silver/Chart “Side Scale & Tail”/Black “Tiger”
Live Wire



PLCPT - Pearl/Chart “Head”/Pink “Tiger & Tail”
Cream Puff



MCFPT - Metallic Chart/Flo Pink “Tiger & Tail”
Hot Rod

