

For Immediate Release

Contact: Trey Carskadon
Phone: 503-723-5723
Yakima Bait Company

Yakima Bait Adds Four New Colors To Worden's Original And Vibric Rooster Tail Line

Granger, WA – Recognized as the “world’s most versatile multi-species lure,” Worden’s Rooster Tail adds some new finishes to its iconic line-up for 2014. “Every one of these new finishes is a home run,” commented Dan McDonald, Yakima Bait’s Chairman of the Board.

The new finishes, Frog Bleeding, Frog Spring, Claudia and Claudette are available in both the Original and Vibric Rooster Tail lines.

McDonald added, “The frog patterns have been a tried-and-true go-to spinner for decades. These two new frog finishes feature matching blades and bodies that make these even more effective for a range of fish species. The new Claudia and Claudette finishes extend the color selection we started last year with Clyde that’s been a runaway hit with bass anglers, especially, white bass anglers who have made this a top producing finish.”

The Original Rooster Tail is available in 10 different sizes from 1/32nd ounce to 1 ounce. The Vibric Rooster Tail is available in 6 weights from 1/24 ounce to 1/2 ounce.

In just the past year Rooster Tail spinners have accounted for more than 54 documented and different species of fish caught. The Original Rooster Tail has long been a staple lure of trout, bass, salmon, steelhead and panfish anglers. It’s unique profile, easy spinning blade and broad selection of colors make it a perfect choice for just about any fish species in the country. The Vibric Rooster Tail with its noise producing through-blade spinner shaft and offset body virtually eliminates line twist, is more compact and falls more quickly through the water column making it an ideal option for fast moving water or deep water retrieves.

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



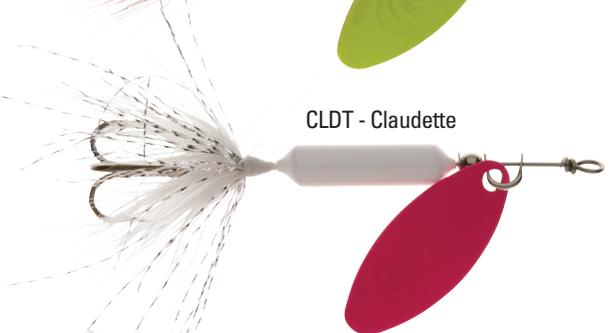
FRB - Frog Bleeding



CLD - Claudia



CLDT - Claudette



FRS - Frog Spring

