



For Immediate Release

Contact: Jarod Higginbotham
 jarodh@yakimabait.com
 509-854-3225
 Yakima Bait Company

Mag Lip 2.5® A New Competitive Advantage

Trout and panfish anglers rejoice! Yakima Bait is introducing yet another size to the Mag Lip lineup with the addition of a 2.5 (2-1/2 inch) model. This new plug size features the same performance characteristics that began the Mag Lip revolution years ago; a trolling plug that performs right out of the package, dive extra-deep, features skip-beat action, and available in a wide array of proven finishes, with custom finishes available too.

Mag Lip is distinctive due to its ability to dive extra-deep while yielding an erratic, darting "skip-beat" action that produces savage strikes from fish. The "skip-beat" action produced by Mag Lip teases fish into striking similar to how a house cat pounces when coaxed with a ball & string. Many guides and anglers report a higher hook-to-land ratio when using Mag Lip as compared to other plug designs and credit the savage strikes and better hook-to-land ratio to the unique action produced by this lure.

The 2.5 size Mag Lip will dive up to 8 feet. Its exact diving depth achieved will vary depending on the amount of let-out (distance behind your boat), line diameter and trolling or current speed. For example, employing larger diameter line or shorter let-out distance will produce a shallower dive. This new size comes from the factory rigged with one size #6 treble hook but will work when rigged with a single hook too; try a size 4 or 2 siwash style.

"Although this new Mag Lip size is meant to target the trout and panfish market, the fact that the 2.5 will handle current speeds up to 3 MPH while diving deep and exhibiting a lively action at slow speed and enticing skip-beat action at medium to fast trolling speeds should make this size appealing to steelhead and walleye anglers too", said Yakima's Brand Manager Buzz Ramsey, who designed this new Mag Lip size.



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| BFR - Bleeding Frog | MR - Misty River |
| BS - Black Silver Flake | MSBS - Metallic Silver Blue Scale |
| CBB - Cerise Black Bill Doctor Death | MSCL - Metallic Silver Clown |
| DE - Double Eagle | MSIL - Metallic Silver |
| FLR - Fluorescent Red | MSFRS - Metallic Silver Flo Red Stripe |
| MCBB - Metallic Copper Black Bill | MSRH - Metallic Silver/Red Herringbone NFL |
| MGBB - Metallic Gold Black Bill Goldman | OFBS - Orange/Black Spots |
| MGFL - Metallic Gold Flame | RBOW - Rainbow |
| MGLD - Metallic Gold | RUCR - Rusty Crawdad |
| MPER - Metallic Perch | SHP - Shrimp |