



FOR IMMEDIATE RELEASE:

BOMBER SALTWATER GRADE®
3601 Jenny Lind Rd
Ft. Smith, AR 72901
479-782-8971



SWIM SHAD < BSWSS >

When you target big fish, sometimes only big baits will do. That's the thought behind the 9-inch SWIM SHAD. New for 2010, the SWIM SHAD is designed with a paddle tail and wide action making this soft plastic a dead ringer for menhaden, shad, mullet and a wide variety of other large baitfish. Versatile and made to cast, drop or troll on a Bomber Saltwater Grade® JIGHEADS, DEEP JIG, EYEBALL JIG or even in multiple sets trolling on an umbrella rig or spreader bar, the SWIM SHAD is highly effective for anything around big enough to eat it. Super-charged with FUSE™ scent and taste technology, molded from high grade saltwater plastic and available in three colors, the SWIM SHAD is a must have for big-fish days.

For additional information contact:
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