

2011 PRODUCT GUIDE

As seen on
Bill Dance
OUTDOORS

THE

Bill Dance

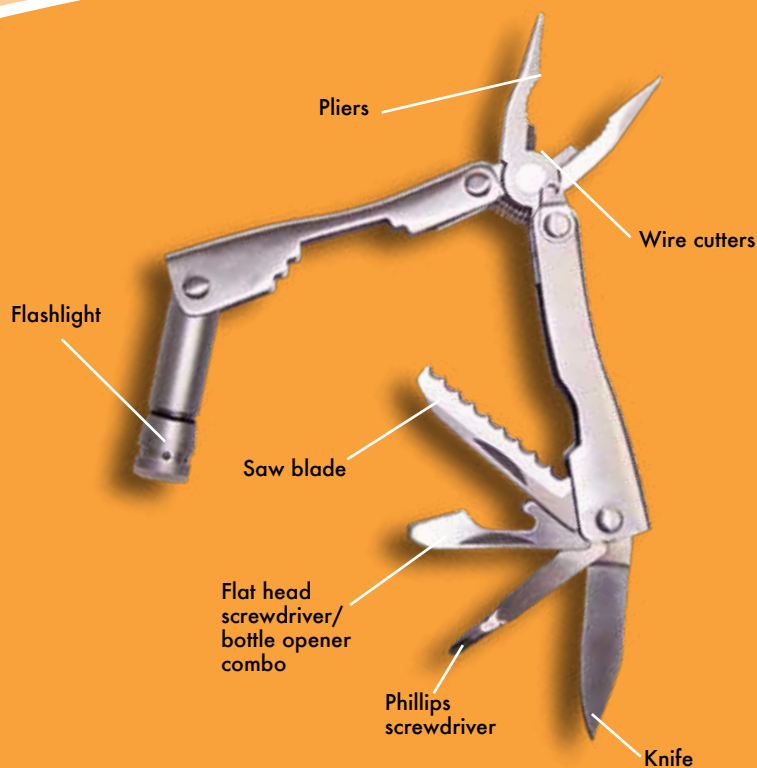
ADVANTAGE

MULTI-TOOL

| Item No. | Description |
|----------|--------------------|
| N401 | Multi-purpose Tool |

You won't need to carry multiple tools on your next fishing trip if you have this handy, all-in-one Multi-purpose Tool. This sturdy and useful tool can conveniently be carried on your belt so it is right there when you need it.

- Stainless steel design
- Soft sided carry case
- Screwdriver, knife, pliers and flashlight
- Additional set of batteries on pack

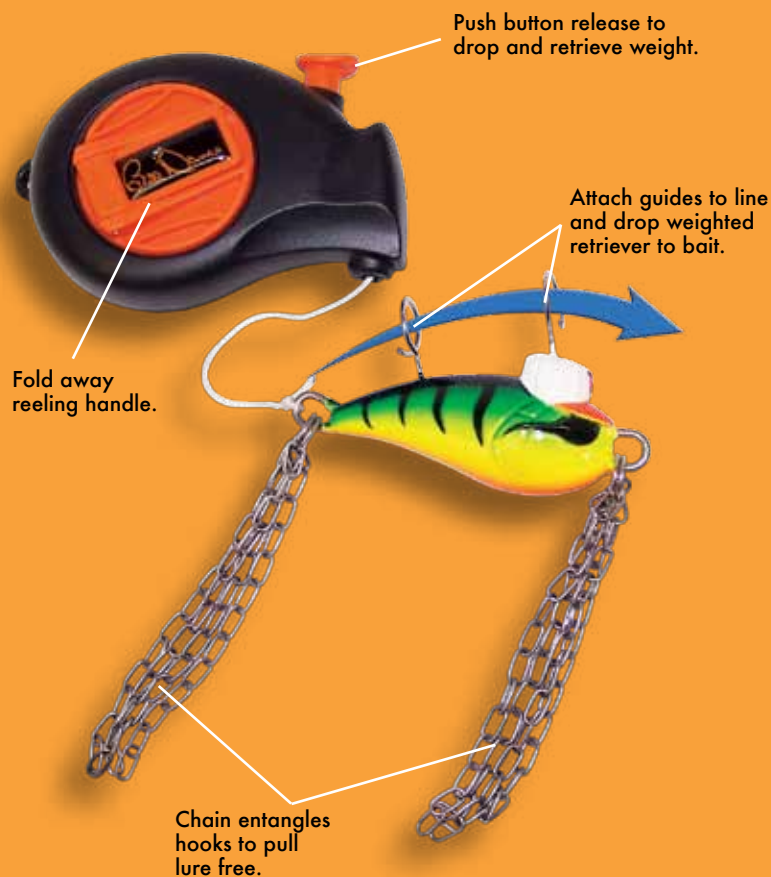


LURE RETRIEVER

| Item No. | Description |
|----------|----------------|
| N101 | Lure Retriever |

The Bill Dance Lure Retriever was designed to rescue your favorite crankbait from underwater snags. The ergonomic shape provides comfort and control while working the specially designed retriever to bounce the lure or entangle the hooks to pull the lure free. The push button brake releases the retriever to free fall but also acts as a brake while reeling your lure to the surface.

- Ergonomic design for better hand control
- Push button release to drop & retrieve weight
- Soft touch handle knob
- Fold away handle
- 25 feet of cord
- Hook & chain style lure retriever

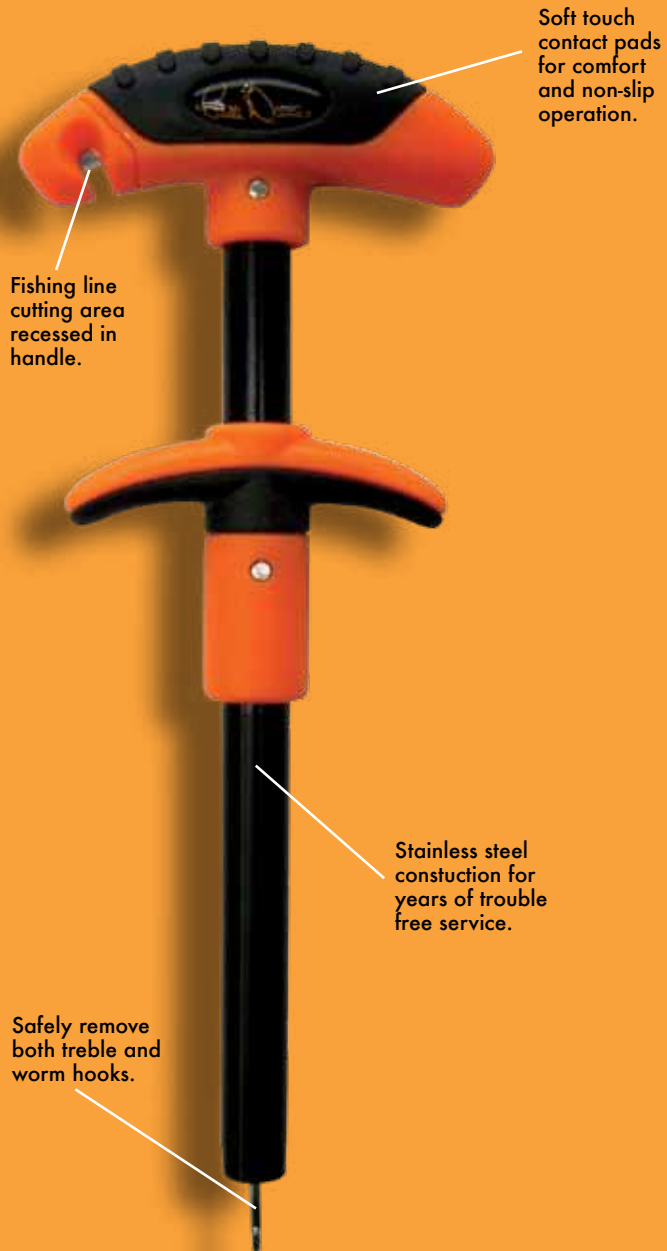


HOOK REMOVER

| Item No. | Description |
|----------|--------------|
| N501 | Hook Remover |

The Bill Dance Hook Remover was specially designed to safely remove both treble and worm style hooks. The ergonomic hand grip is molded to comfortably fit any hand with soft touch grips for added comfort. Complete with fishing line cutter tucked away in the handle for added convenience. Sturdy steel frame ensures long lasting durability.

- Ergonomic design for better hand control
- Soft touch handle
- Steel frame durable construction
- Built-in line cutter in handle



Soft touch contact pads for comfort and non-slip operation.

Fishing line cutting area recessed in handle.

Stainless steel construction for years of trouble free service.

Safely remove both treble and worm hooks.

THE



Bill Dance

ADVANTAGE

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