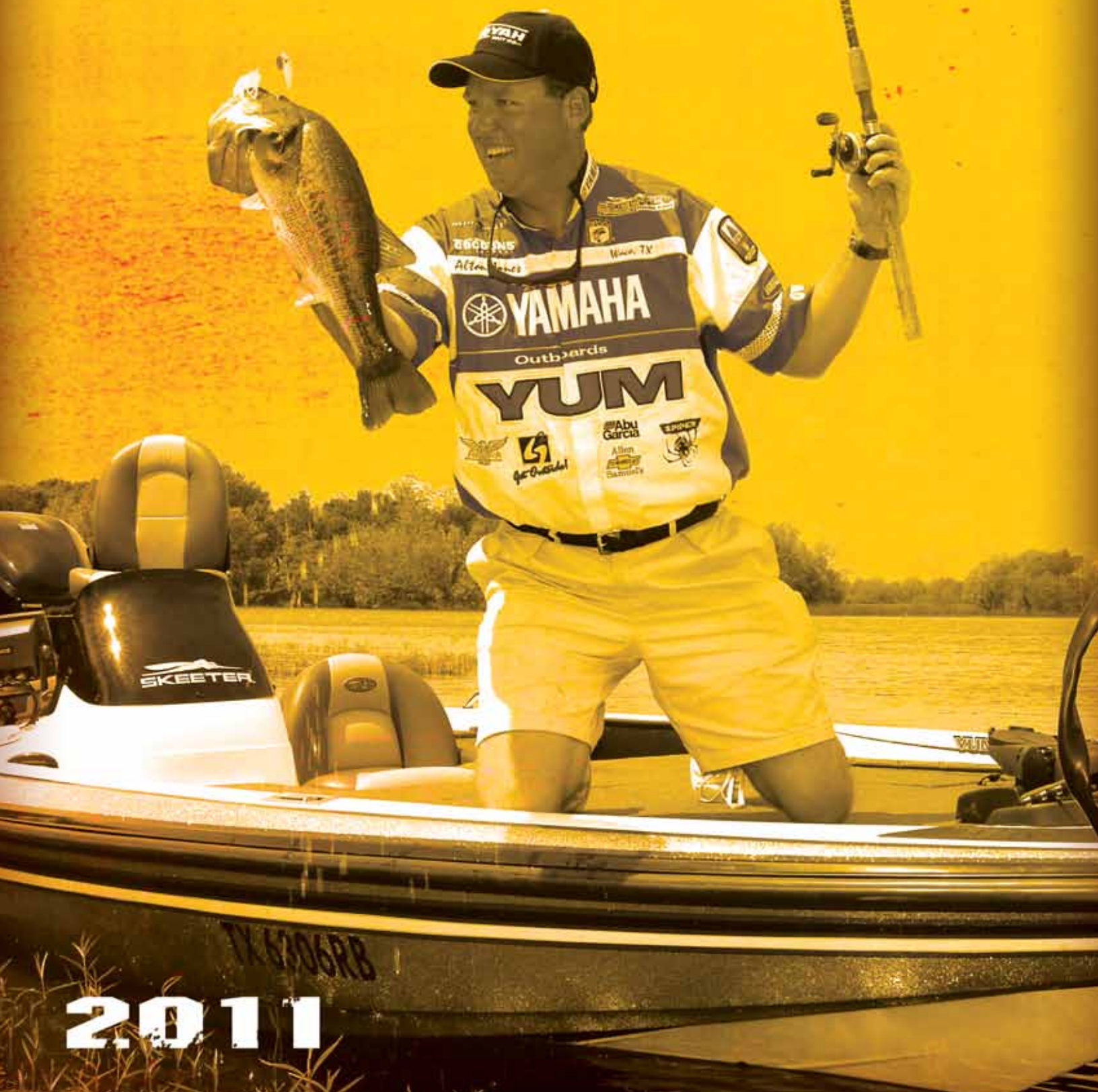


BOOYAH[®]

BAIT CO.



TX 6306RB

2011

VIBRA-FLX™

Model No.	Wt. (oz.)	Color Code Number	Blade Types	Hook
BYVFW38	3/8 oz	641; 681; 694; 697; 698; 699; 700; 701; 702; 703	Double Willow #3 & 3 1/2 Willow	4/0 Mustad®
BYVFT12	1/2 oz	641; 681; 694; 697; 698; 699; 700; 701; 702; 703	Tandem #3 Colorado; #4 Willow	5/0 Mustad®

Added spinnerbait vibration means extra fish-attracting potency, which is part of why angling legend Jimmy Houston can't stop talking about BOOYAH's Vibra-FLX series. This bait's frame is built from Vibra-FLX wire, which creates more vibration than standard stainless wire. In addition, Vibra-FLX wire offers flexible memory (meaning it remains tuned after several catches) and added toughness (twice as strong as standard stainless wire frames). Every Jimmy Houston Vibra-FLX Spinnerbait comes loaded with great features, including counter-rotating blades and a new Silo-Tek skirt, which undulates like flat rubber, but because it is silicone, it is much more durable.

BOOYAH

DOUBLE WILLOW

TANDEM

Ball bearing swivels

Jeweler's grade gold and nickel-plated counter rotating blades

Mustad® Ultra Point™ premium round bend hooks

(641) Golden Shiner

Strong & flexible Vibra-FLX™ wire increases vibration

Hard coat paint, 3D eyes and flared gills

Plasti-Keeper™ Spike

84-strand Silo-tek™ skirt with exclusive color formulation

(700) Okie Shad™

(681) Bluegill

(694) Herring

(697) Kentucky Magic

(698) AYU

(699) Baby Bass

(701) Hitch

(702) Foxy Shad™

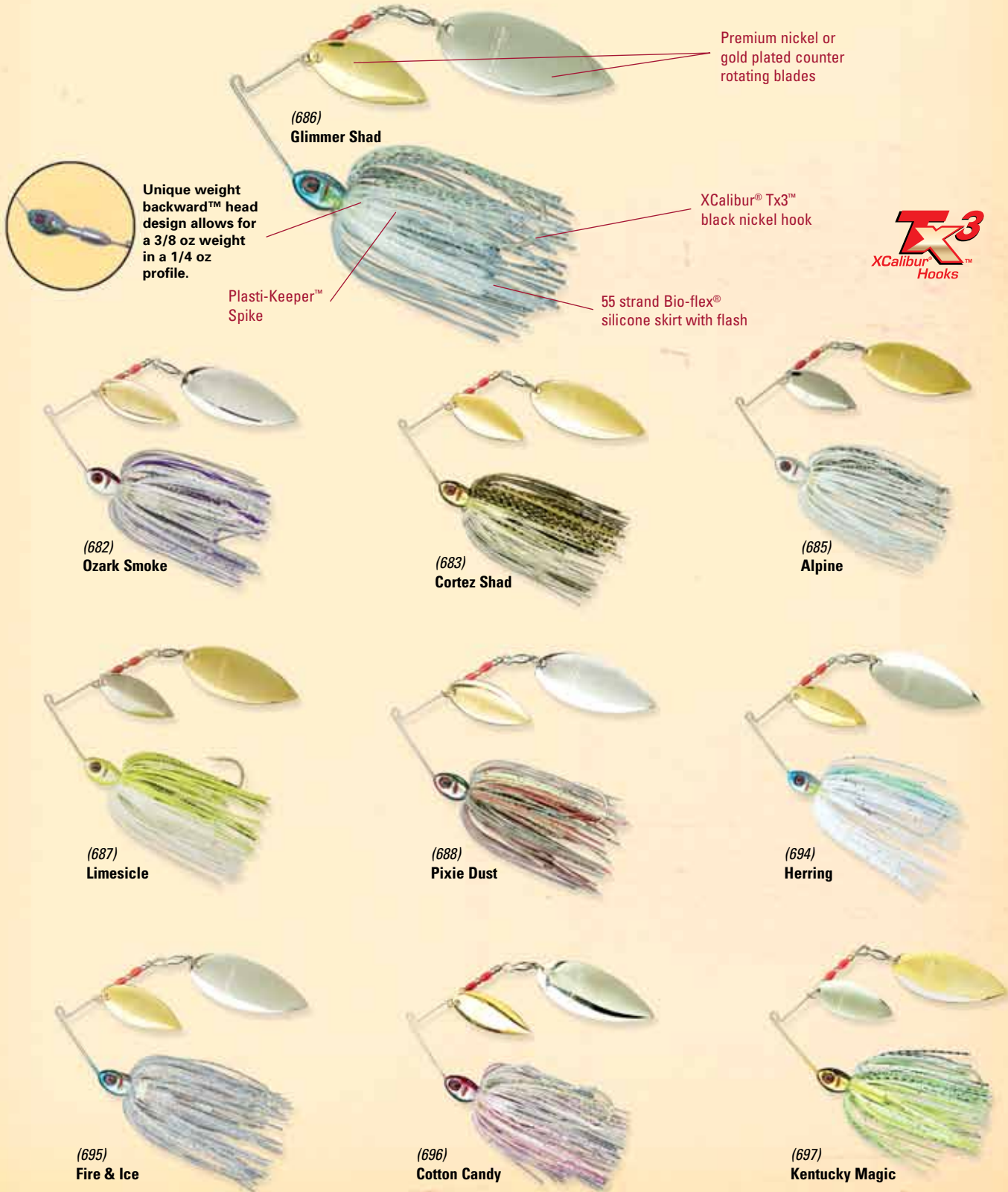
(703) Shadtreuse™

Jimmy Houston Host of Jimmy Houston Outdoors seen on Versus

HD SPINNERBAIT

Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYBHD140	3/8 oz	682; 683; 685; 686; 687; 688; 694; 695; 696; 697	Double Willow / #3 & #4	3/0 Tx3™

Thanks to a unique combination of the "weight backward™" head design and the counter rotating blades, the new BOOYAH® 140HD Spinnerbait delivers 3/8 ounces of weight in the frame but the profile of 1/4 ounce spinnerbait. Ideal for burning the bait on the surface when clear-water smallies and spots demand rocket speed, this double-willow spinnerbait won't roll no matter how fast you crank it. The weight backward design also makes the HD spinnerbait a terrific tool for slow rolling in deep water over grass and structure.



Unique weight backward™ head design allows for a 3/8 oz weight in a 1/4 oz profile.

Plasti-Keeper™ Spike

(686) Glimmer Shad

Premium nickel or gold plated counter rotating blades

XCalibur® Tx3™ black nickel hook

55 strand Bio-flex® silicone skirt with flash



(682) Ozark Smoke

(683) Cortez Shad

(685) Alpine

(687) Limesicle

(688) Pixie Dust

(694) Herring

(695) Fire & Ice

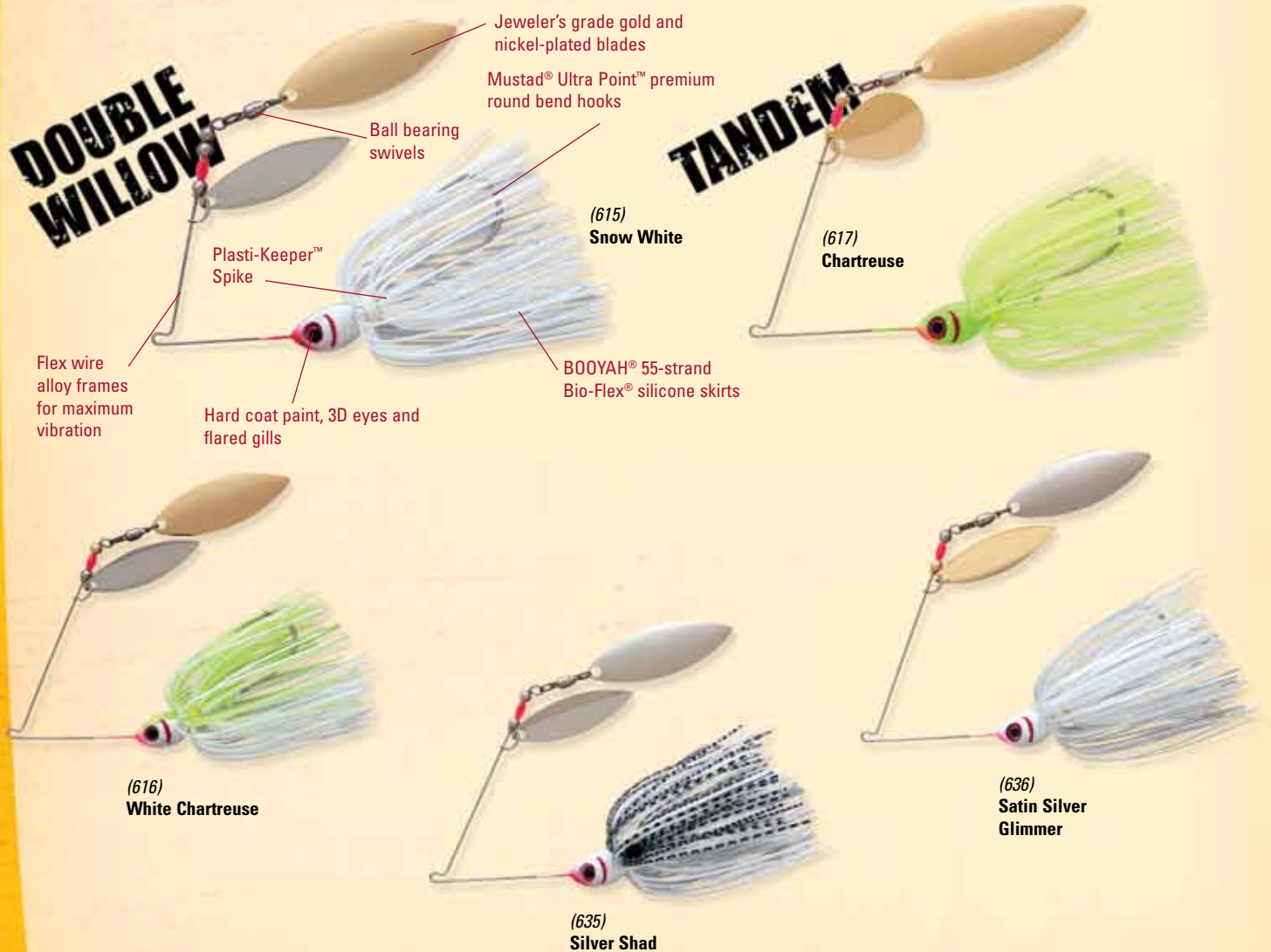
(696) Cotton Candy

(697) Kentucky Magic

BOOYAH® BLADE™

Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYBT36	3/16 oz	615; 616; 640	Tandem #1 Colorado; #3 1/2 Willow	2/0 Mustad®
BYBT14	1/4 oz	615; 616; 617; 635; 636; 639; 640; 641; 642; 643; 644; 645; 646; 647	Tandem #2 Colorado; #4 Willow	3/0 Mustad®
BYBT38	3/8 oz	615; 616; 617; 635; 636; 639; 640; 641; 645	Tandem #3 Colorado; #4 Willow	4/0 Mustad®
BYBW38	3/8 oz	615; 616; 617; 635; 636; 639; 641; 643; 644; 645; 646; 647	Double Willow #3 1/2 & 4	4/0 Mustad®
BYBT12	1/2 oz	615; 616; 617; 635; 636; 639; 640; 641	Tandem #3 Colorado; #4 1/2 Willow	5/0 Mustad®
BYBW12	1/2 oz	615; 616; 617; 635; 636; 639; 641; 643; 644; 645; 646; 647	Double Willow #3 1/2 & 4 1/2	5/0 Mustad®
BYBW34	3/4 oz	615; 616; 617	Double Willow / #3 1/2 & 5	5/0 Mustad®
BYBW10	1 oz	615; 616; 617	Double Willow / #3 1/2 & 6	6/0 Mustad®

Color for color and component for component, these are the finest spinnerbaits available at any price. With bait sizes from 3/16 oz. to 1 oz. and seemingly endless custom color combinations – there's a BOOYAH® Blade for North to South and East to West. If largemouth, smallmouth and spotted bass are your quarry, then this is your spinnerbait.





(639)
Chartreuse Perch



(640)
Silver Shiner



(641)
Gold Shiner



(642)
Gray Emerald Shad



(643)
Wounded Shad™



(644)
Citrus Shad



(645)
Perch



(646)
**Chartreuse
White Shad**



(647)
**Chartreuse
Shad**

SINGLE COLORADO BLADE™

Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYBC18	1/8 oz	608; 615; 616; 617	#2 Colorado	2/0 Mustad®
BYBC14	1/4 oz	608; 615; 616; 617	#4 Colorado	3/0 Mustad®
BYBC38	3/8 oz	608; 615; 616; 617	#5 Colorado	4/0 Mustad®
BYBC12	1/2 oz	608; 615; 616; 617	#6 Colorado	5/0 Mustad®
BYBC34	3/4 oz	615	#7 Colorado	5/0 Mustad®

Single Colorado BOOYAH® Blades are an important tool for spinnerbait fishermen. Single Colorado blades produce a great amount of vibration, allowing bass to feel them from long distances. Available with a Mustad® Ultra Point™ hook and a 33-strand Bio-Flex® silicone skirt in 1/8 oz. and 55-strand Bio-Flex silicone skirt on 1/4-3/4 oz.



(608)
Black



(615)
Snow White



(616)
White /
Chartreuse



(617)
Chartreuse

DOUBLE COLORADO BLADE™

Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYBCC14	1/4 oz	615; 616; 617	#2 & 3 Colorado	3/0 Mustad®
BYBCC38	3/8 oz	615; 616; 617	#3 & 4 Colorado	4/0 Mustad®
BYBCC12	1/2 oz	615; 616; 617	#3 & 5 Colorado	5/0 Mustad®

Sam Swett used Double Colorado BOOYAH® Blades exclusively in his 2004 FLW Tour at the Atchafalaya Basin. This spinnerbait is designed for maximum vibration, making it especially effective during cool water periods. Equipped with a 55-strand Bio-Flex® silicone skirt and a Mustad® Ultra Point™ hook.



(615)
Snow White



(616)
White /
Chartreuse



(617)
Chartreuse

COLORADO / INDIANA BLADE™ 43

Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYBCI38	3/8 oz	615; 616; 617; 638; 644	#2 Colorado / #6 Indiana	4/0 Mustad®
BYBCI12	1/2 oz	615; 616; 617; 638; 644	#3 Colorado / #7 Indiana	5/0 Mustad®

One of the favorite blade combinations of spinnerbait fishermen. Colorado/Indiana combinations produce a unique flash and vibration that have fooled bass for years. Equipped with a 55-strand Bio-Flex® silicone skirt and a Mustad® Ultra Point™ hook.

(615)
Snow White



(616)
White /
Chartreuse



(617)
Chartreuse



(638)
Cole Slaw



(644)
Citrus Shad



TUX & TAILS™

Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYTCC38	3/8 oz	644; 671; 672; 673; 674; 675	#2 & 4 1/2 Colorado Honeycomb	4/0 Mustad®
BYTCC12	1/2 oz	644; 671; 672; 673; 674; 675	#3 & 5 Colorado Honeycomb	5/0 Mustad®

Flash, vibration, red hook and a built in trailer. BOOYAH's Tux & Tails™ offers all the strike inducers an angler could ask of a spinnerbait. Its jewelers grade double Colorado honeycomb blades produce a tremendous flash and vibration. Its unique 55-strand Bio-Flex® silicone skirt with built-in trailer and Red Mustad® Ultra Point hook draw extra strikes. Available in 3/8 and 1/2 oz.



(644)
Citrus Shad



(671)
Chartreuse /
Gold



(672)
Chartreuse
White / Gold



(673)
White / Gold



(674)
Black / Copper



(675)
Wounded Limetreuse

MINI SHAD™

Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYMS36	3/16 oz.	609; 610; 611; 612; 613; 614	Willow / #2; 3; & 3 1/2	2/0 Mustad®

A bait that was born in ultra clear water, the Mini Shad™ may be diminutive in stature but that doesn't mean it's not a big time, big fish bait. With triple willow blades, a 55-strand silicone skirt, a Mustad® Ultra Point™ hook, amazingly lifelike detail and capable of running true at high retrieve speeds, this is the bait to call them up.



SUPER SHAD™

Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYSS38	3/8 oz.	609; 610; 611; 612; 613; 614	Willow / #2; 3; 3 1/2; & 4	4/0 Mustad®

One of the true originals in quad-bladed spinnerbaits, the Super Shad™ has a unique profile that mimics a school of fleeing baitfish. Predator fish can't resist! A 55-strand Bio-Flex® skirt, exclusive BOOYAH® color formulations and a super sharp Mustad® Ultra Point™ hook.



Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYGBT38	3/8 oz.	615; 616; 617; 618	Tandem / #3 Colorado; #4 Willow	4/0 Mustad®
BYGBW38	3/8 oz.	615; 616; 617	Double Willow / #3 1/2 & 4	4/0 Mustad®
BYGBT12	1/2 oz.	615; 616; 617; 618	Tandem / #3 Colorado; #4 1/2 Willow	5/0 Mustad®
BYGBW12	1/2 oz.	615; 616; 617	Double Willow / #3 1/2 & 4 1/2	5/0 Mustad®

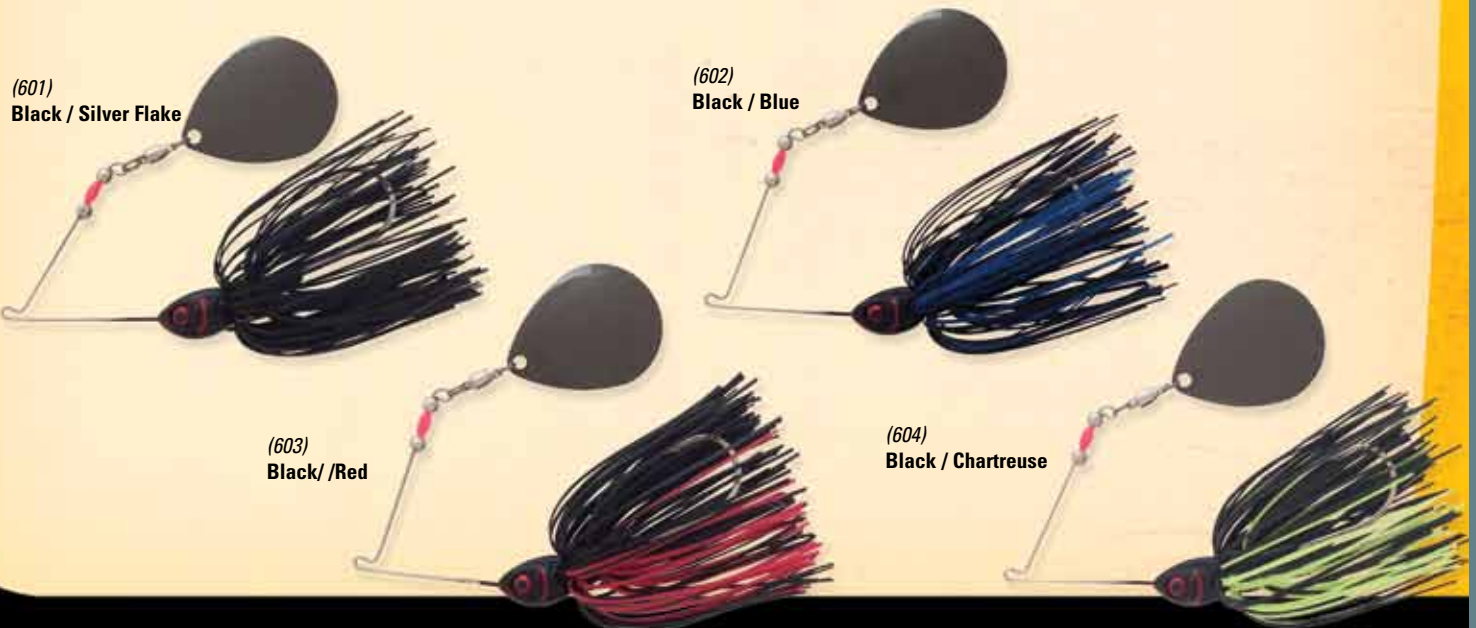
Whether it's clear water and a fast retrieve for smallies or varying cloud conditions or stained water largemouths, an arsenal of Glow Blades™ can keep you on a spinnerbait bite under all weather and water conditions. With premium painted blades and heads and 55-strand Bio-Flex® silicone skirts, no detail has been overlooked. Also equipped with a Mustad® Ultra Point™ hook.



MOONTALKER™

Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYMT38	3/8 oz.	601; 602; 603; 604	#5 Colorado	4/0 Mustad®
BYMT12	1/2 oz.	601; 602; 603; 604	#6 Colorado	5/0 Mustad®
BYMT34	3/4 oz.	601; 602; 603; 604	#7 Colorado	5/0 Mustad®

If you like to catch big fish at night, it's all about vibration. And the Moon Talker™ delivers with a #5, #6, or #7 black nickel Colorado blade. With proven color combinations, this series is a staple for the avid night fisherman. Equipped with a 55-strand Bio-Flex® silicone skirt and a Mustad® Ultra Point™ hook.



MICRO POND MAGIC™

Model No.	Wt. (oz.)	Color Code Number	Blade Types / Size	Hook
BYMPM18	1/8 oz	685; 691; 692; 693; 713; 714	#1.5 Colorado	1/0 Mustad®

It's not just a smaller size of an existing lure – the Micro Pond Magic™ is a unique, fish-catching bait in its own right. It's tough, durable and catches fish in big lakes as well as ponds and streams. This 1/8-ounce spinnerbait features a true-running "R" bend wire for incredible vibration and a single Colorado blade that provides the perfect amount of flash and water displacement. The 40-strand Bio-Flex® silicone skirt features all of the baitfish and insect patterns available in the Pond Magic line. The head features realistic 3-D eyes and a high quality Mustad® round-bend hook. Early season or any time fish are finicky, tie on a Micro Pond Magic.



BOOYAH

POND MAGIC™

Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYPM36	3/16 oz	650; 651; 652; 653; 654; 655; 656; 657	Tandem / #0 colorado; #3 willow	2/0 Mustad®

A truly unique bait series, Pond Magic™ specializes in color and blade combinations that have been hand-selected to match the forage base of smaller waters. Small in size by spinnerbait standards but certainly not short on features. Premium components, a Mustad® Ultra Point™ hook and 60-strand ultra fine silicone skirts make these every bit the quality of our BOOYAH® Blades. Pick up a Pond Magic™ and you'll find out quickly that these are fish catching machines.



POND MAGIC™ BUZZ

Model No.	Wt. (oz.)	Color Code Number	Blade Types	Hook
BYPMB18	1/8 oz	632; 644; 650; 651; 652; 653; 654; 655	Painted	2/0 Mustad®

An 1/8-ounce Booyah Buzzbait is one of the most effective lures made. The colored blades and matching 60-strand silicone skirts match the forage base of even the most finicky bass. Built with a Mustad ultra point hook and hard coat paint scheme, the Pond Magic Buzz is the definitive 1/8-ounce buzzbait on the market.



POND MAGIC™ BOOGEE® BAIT

Model No.	Wt. (oz.)	Color Code Number	Blade Types	Hook
BYBG18	1/8 oz.	685; 691; 692; 693	Painted or Nickel Plated	2/0 Tx3™

Small in frame but huge in action, the 1/8-ounce Pond Magic™ Boogie® Bait offers the same frantic jiggle as the original Boogie® Bait in a size that's ideal for pond and stream fishing. Pre-equipped with a combined skirt/trailer and available in special Pond Magic™ colors, this little bundle of dynamite comes ready to Boogie!



BOOGEE® BAIT

Model No.	Wt. (oz.)	Color Code Number	Blade Types	Hook
BYBG14	1/4 oz.	682; 683; 685; 686; 687; 689; 690	Premium Nickel or Gold Plated	3/0 Tx3™
BYBG38	3/8 oz.	682; 683; 685; 686; 687; 689; 690	Premium Nickel or Gold Plated	4/0 Tx3™
BYBG12	1/2 oz.	682; 683; 685; 686; 687; 689; 690	Premium Nickel or Gold Plated	5/0 Tx3™

The BOOYAH® Boogie® Bait combines the big-fish attracting profile of a jig with the flash of a spinnerbait and an absolutely out-of-control boogie dance. The result is a fast-lane special that prompts vicious reaction strikes from bass and other gamefish. The BOOYAH® Boogie® Bait's long list of features includes a shad profile head that has been meticulously detailed with an ultra-durable finish, an XCalibur® Tx3™ hook, a multi-strand silicone and flash skirt, and a YUM® Boogie® Tail™ trailer.



BOOYAH



Model No.	Wt. (oz.)	Color Code Number	Blade Types / Size	Hook
BYPK12	1/2 oz.	615; 703; 707; 708; 709; 710; 711; 712	Double Willow #3.5 & #4.5	5/0 Mustad®

Created with northern pike and muskies in mind, the BOOYAH Pikee offers all the durability that these fish demand with an ultra-tough Vibra-FLX wire frame that can stand up to powerful jaws and mouths filled with teeth. Each Pikee also comes with a 12-inch steel leader, so you have everything you need right out of the package. Beyond being tough, this full-featured spinnerbait from BOOYAH Bait Company serves up tremendous action with its Silo-Tek skirt, which undulates as the bait moves through the water column.



COUNTER STRIKE™

Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYCST38	3/8 oz.	615; 617; 658; 659; 660; 661; 662	Tandem / #2 Colorado; #3 1/2 Willow	4/0 Mustad®
BYCSW38	3/8 oz.	615; 617; 658; 659; 660; 661; 662	Double Willow / #3 & 3 1/2	4/0 Mustad®
BYCST12	1/2 oz.	615; 617; 658; 659; 660; 661; 662	Tandem / #3 Colorado; #4 Willow	5/0 Mustad®
BYCSW12	1/2 oz.	615; 617; 658; 659; 660; 661; 662	Double Willow / #3 & 4	5/0 Mustad®

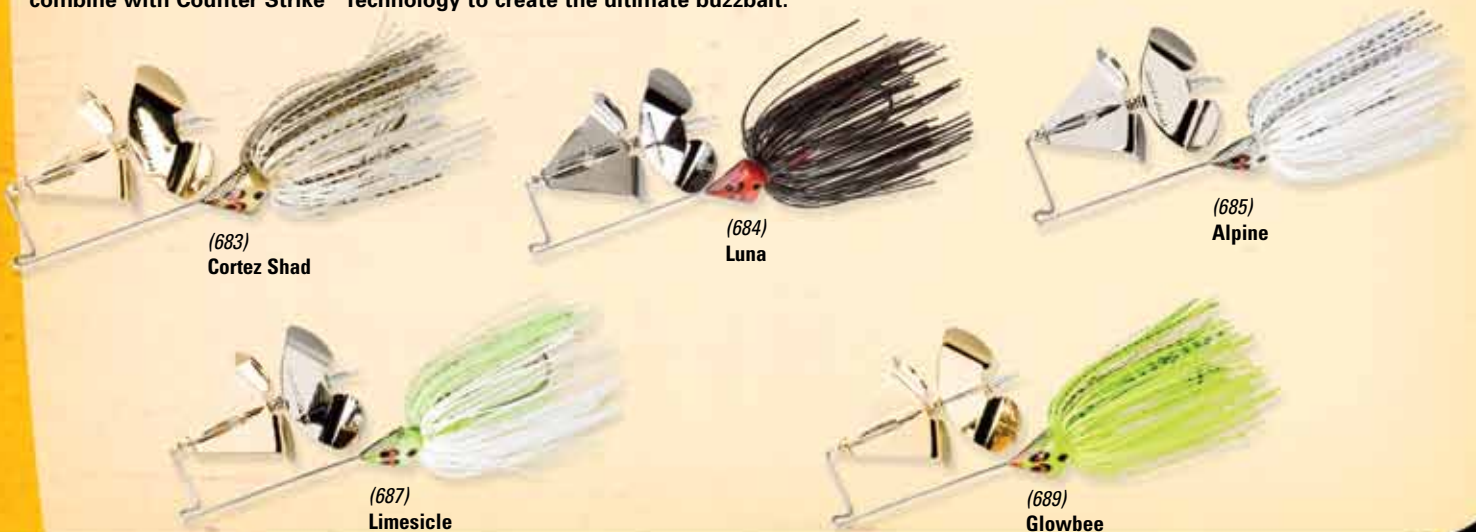
The pros have long known that flash is every bit as important as vibration for producing a reaction strike. No spinnerbait on the market today produces as much flash as the Counter Strike™. These one-of-a-kind counter rotating blades provide a different look and vibration, making the Counter Strike™ the ultimate in spinnerbait performance. Equipped with a 55-strand Bio-Flex® silicone skirt and a Mustad® Ultra Point™ hook.



COUNTER STRIKE™ BUZZ

Model No.	Wt. (oz.)	Color Code Number	Blade Types	Hook
BYCSB14	1/4 oz.	683; 684; 685; 687; 689	Premium Nickel or Gold Plated	3/0 Tx3™
BYCSB38	3/8 oz.	683; 684; 685; 687; 689	Premium Nickel or Gold Plated	4/0 Tx3™
BYCSB12	1/2 oz.	683; 684; 685; 687; 689	Premium Nickel or Gold Plated	5/0 Tx3™

If you think BOOYAH® Counter Strike™ Spinnerbaits get bass and bass fishermen excited (which, of course, they do), wait till you see the buzz the Counter Strike™ Buzz creates. Counter-rotating blades deliver exceptional stability and offer a distinctive sound that fish have not heard, even in heavily fished waters. Designed with the unique triangle-shaped head, the Counter Strike™ Buzz will plane to the surface quickly and cut through amazingly thick cover and draw out heavyweight bass. A multi-step painting process that creates realistic scales and eyes, silicone skirt, plated blades maximize flash and an XCalibur® Tx3™ hook combine with Counter Strike™ Technology to create the ultimate buzzbait.



Model No.	Wt. (oz.)	Color Code Number	Blade Type / Size	Hook
BYPZ14	1/4 oz	683; 684; 685; 689; 704	Painted or Anodized	3/0 Tx3™
BYPZ38	3/8 oz	683; 684; 685; 689; 704	Painted or Anodized	4/0 Tx3™

Squeaking like a mouse gone mad as it buzzes across the surface, Zell's Pip Zqueek will bring bass to the top when other buzzers fail to get the job done. Designed by topwater master Zell Rowland, who is meticulous about every detail, the Pip Zqueek features BOOYAH's unique flat head design to maximize planing efficiency, a multi-step hand-painted finish and a 55-strand Bio-flex silicone skirt with flash.



Zell Rowland
B.A.S.S. Elite
Tournament Pro

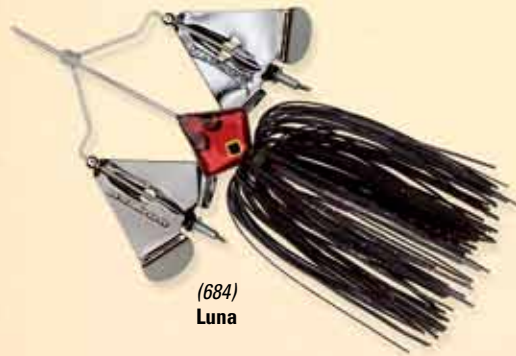
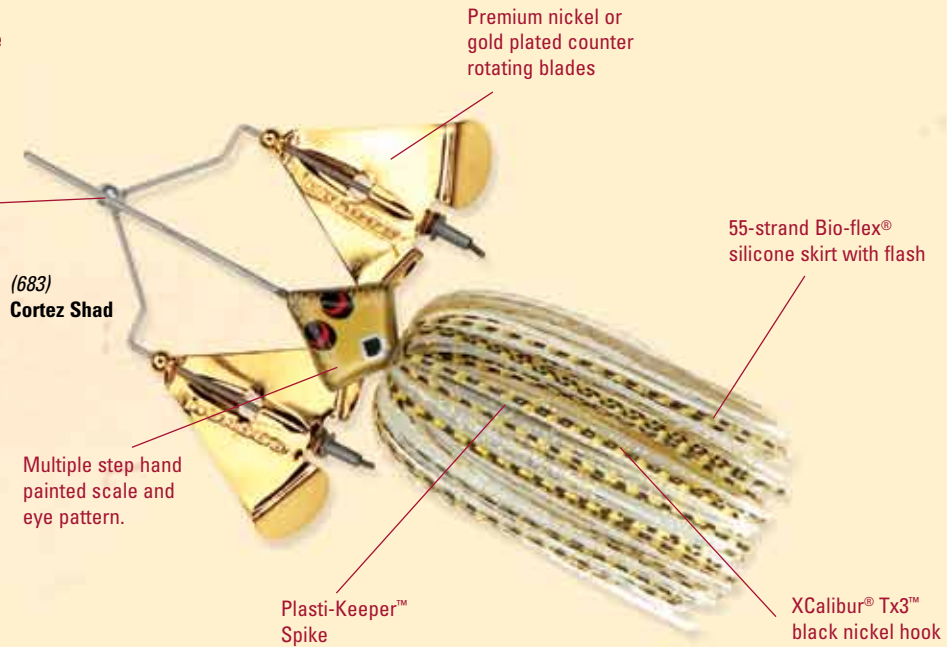


BI-YOU™ BUZZ

Model No.	Wt. (oz.)	Color Code Number	Blade Types	Hook
BYBY38	3/8 oz.	683; 684; 685; 686; 687; 689	Premium Nickel or Gold Plated	4/0 Tx3™

Running side-by-side like twin outboards, counter-rotating blades create unparalleled stability and a buzzbait that finds the surface quickly and stays in position, whether fished at a snail's pace or burned. A unique triangle-shaped head, intricately hand-painted with scale patterns and eyes, helps the Bi-You™ Buzz reach the surface quickly and cut through cover, while the dual blades create a distinctive sound and bulky profile that attracts big fish.

Adjustable counter rotating-blades rotate freely or can be squeezed together to create a clacker style buzzbait



BOUYAH

Model No.	Wt. (oz.)	Color Code Number	Blade Types	Hook
BYB14	1/4 oz.	605; 606; 607; 608; 632; 644	Painted and Aluminum	4/0 Mustad®
BYB38	3/8 oz.	605; 606; 607; 608; 632; 644	Painted and Aluminum	4/0 Mustad®
BYB12	1/2 oz.	605; 606; 607; 608; 632; 644	Painted and Aluminum	5/0 Mustad®

With premium hard coat paint, extra large 3D red eyes and flared red gills, the BOOYAH® Buzz planes quickly and runs true out of the package. The BOOYAH® clacker really attacks the blade and the 55-strand Bio-Flex® silicone skirt and a Mustad® Ultra Point™ hook do the rest.



SAMURAI BLADE™

Model No.	Wt. (oz.)	Color Code Number	Blade Types	Hook
BYSC14	1/4 oz.	400; 401; 402; 403	#4 1/2 Single Colorado	4/0 Mustad®

BOOYAH® has constructed the perfect heavy duty spinner harness. Rigged with a 4-inch YUM® Samurai Shad™ infused with Live Prey Technology™, the BOOYAH® Samurai Blade™ delivers sight, sound and scent to redfish and speckled trout. The Samurai Blade™ features a stainless plated blade, stainless steel ball bearing swivel, super strong stainless 0.051 diameter wire harness with rocker style head design and Mustad® Ultra-point™ round bend hook with Duratin™ coating. Each package contains three Samurai Shad™.



ALTON JONES' A-JIG™

To win the Bassmaster Classic, even a top pro like Alton Jones has to be on his "A" Game. To earn the championship at Lake Hartwell, Alton relied in part on a prototype A-Jig. The BOOYAH A-Jig begins with the same hook and head used for BOOYAH's proven and highly popular Boo Jig and features a hand-tied heavy round rubber and silicone skirt. The round rubber creates full shaping and an enormous amount of fish-enticing motion. Silicone strands allow for fabulous color combinations. The BOOYAH A-Jig comes in three sizes and six color combinations.

Model No.	Wt. (oz.)	Color Code Number	Hook
BYAJ38	3/8 oz.	45; 46; 48; 49; 50; 52	5/0 X-Strong
BYAJ12	1/2 oz.	45; 46; 48; 49; 50; 52	5/0 X-Strong
BYAJ34	3/4 oz.	45; 46; 48; 49; 50; 52	5/0 X-Strong

BOOYAH



PIG SKIN™ JIG

Since the Bassmaster Classic is often dubbed the Super Bowl of Bass Fishing, it should be no great surprise that Alton Jones chose to break out the Pigskin at Lake Hartwell. Booyah Pigskin Jigs were part of Alton's winning arsenal during the 2008 Classic. The Pigskin Jig begins with a BOOYAH Football Jig - the same jig Timmy Horton used to blow away the Elite Series field at Lake Champlain - but it doesn't stop there. The Pigskin features a hand-tied skirt that combines fine round rubber and silicone strands, providing the perfect combination of colors and action.

Model No.	Wt. (oz.)	Color Code Number	Hook
BYPJ14	1/4 oz.	45; 46; 48; 49; 50; 52	3/0 Gamakatsu®
BYPJ38	3/8 oz.	45; 46; 48; 49; 50; 52	3/0 Gamakatsu®
BYPJ12	1/2 oz.	45; 46; 48; 49; 50; 52	4/0 Gamakatsu®
BYPJ34	3/4 oz.	45; 46; 48; 49; 50; 52	4/0 Gamakatsu®



With its flat-bottomed, arrowhead 1/4, 1/2 or 3/8 ounce jig head and line tie that's in-line with the hook, the Swim'n Jig is made to be thrown into the thickest, nastiest grass you can find. Add an XCalibur® Tx3™ hook designed specifically for the Swim'n Jig™, magnum red rattle and a Plasti-Keeper™ spike behind the skirt collar and you have the jig that will change the way you fish.

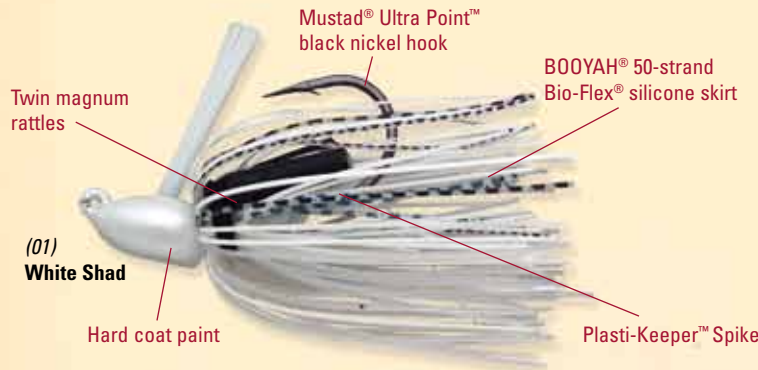
Model No.	Wt. (oz.)	Color Code Number	Hook
BYSJ14	1/4 oz.	01; 04; 09; 25	4/0 Tx3™
BYSJ38	3/8 oz.	01; 04; 09; 25	4/0 Tx3™
BYSJ12	1/2 oz.	01; 04; 09; 25	4/0 Tx3™



BOO JIG™

Finally, a jig made to penetrate the brush piles or drop through the grass beds with equal efficiency. This jig features a flat bottom 18 degree rise, Mustad® Ultra Point™ premium black nickel hook, heavy weed guard, two magnum rattles and a full body 50-strand Bio-Flex® silicone skirt.

Model No.	Wt. (oz.)	Color Code Number	Hook
BYBJ14	1/4 oz.	01; 04; 13; 14; 16; 17; 18; 19; 21; 41	4/0 Mustad®
BYBJ38	3/8 oz.	01; 04; 13; 14; 16; 17; 18; 19; 21; 41	5/0 Mustad®
BYBJ12	1/2 oz.	01; 04; 13; 14; 16; 17; 18; 19; 21; 41	5/0 Mustad®
BYBJ34	3/4 oz.	04; 13; 14; 17; 18; 21	5/0 Mustad®
BYBJ10	1 oz.	04	6/0 Mustad®



RED BUG™

Model No.	Wt. (oz.)	Color Code Number	Hook
BYZ36	3/16 oz.	45; 46; 48; 49; 51; 52	3/0 Tx3™
BYZ56	5/16 oz.	45; 46; 48; 49; 51; 52	3/0 Tx3™
BYZ76	7/16 oz.	45; 46; 48; 49; 51; 52	4/0 Tx3™

Hand-tied with Bio-Flex® silicone and 60 round rubber strands for tremendous skirt undulation and dynamite color combinations, this round-headed jig has a hard-coat paint finish that offers unmatched durability. Armed with an XCalibur® Tx3™ black nickel hook, the Bed Bug™ Jig is designed to penetrate a fish's lip even when conditions call for lighter line and moderated hooksets. Molded and painted eyes add tremendous realism and create a focal point for attacking fish.



BOUYAH

BABY BOO JIG™

This little jig carries the attitude of the big boys. With a 60-strand ultra fine BOOYAH® silicone skirt, light weedguard and a Mustad® Ultra Point™ black nickel light wire hook, this baby has a proven record of catching the big ones.

Model No.	Wt. (oz.)	Color Code Number	Hook
BYBBJ36	3/16 oz.	01; 02; 03; 04; 05; 06; 07; 08; 09; 10; 12; 41; 42	3/0 Mustad®
BYBBJ56	5/16 oz.	01; 02; 03; 04; 05; 06; 07; 08; 09; 10; 12; 41; 42	3/0 Mustad®



(02)
Black Smoke Purple



(03)
PB&J



(04)
Black/Blue



(05)
3D Green Pumpkin



(06)
Black Neon /
Pumpkin



(07)
Black/Brown /
Chartreuse



(08)
3D Watermelon Red



(09)
Black Chartreuse



(10)
Avocado Candy



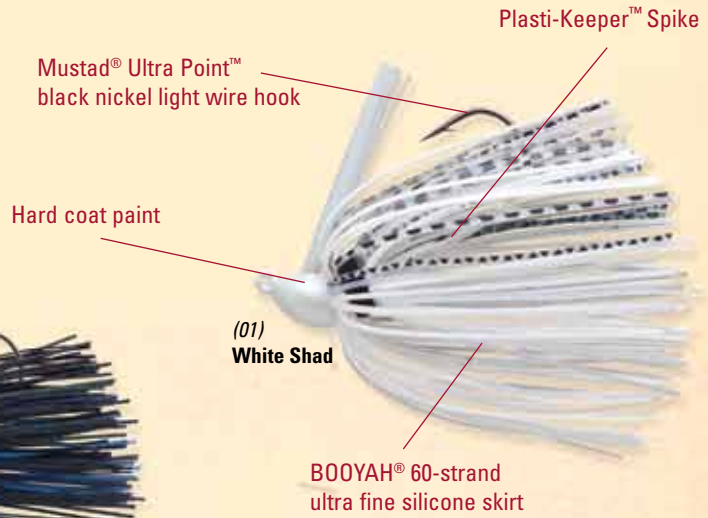
(12)
3D Black Neon



(41)
Lonestar Craw



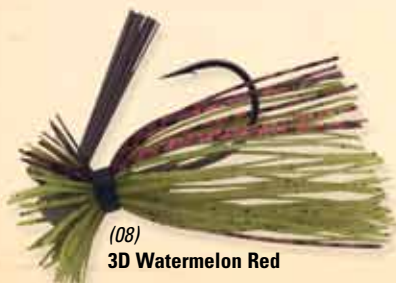
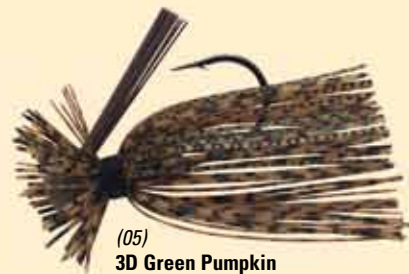
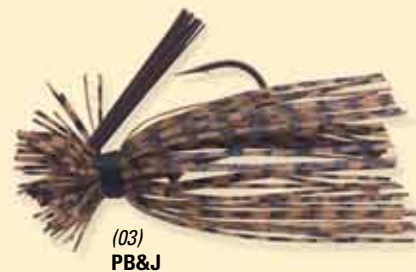
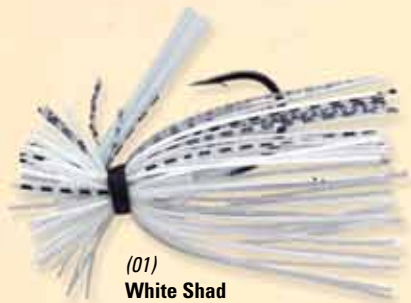
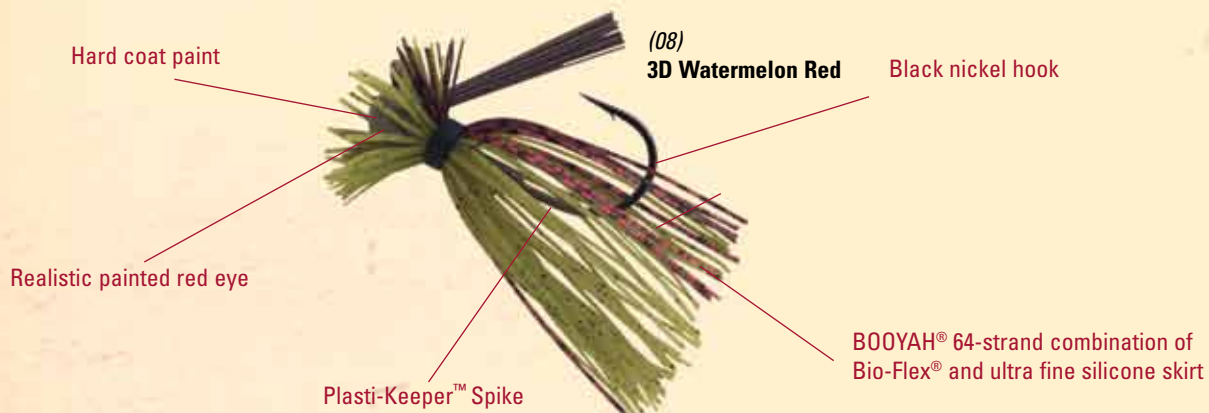
(42)
Motor Oil



PRO BOO™ BUG

Model No.	Wt. (oz.)	Color Code Number	Hook
BYPSB36	3/16 oz.	01; 03; 04; 05; 08; 09	3/0
BYPSB56	5/16 oz.	01; 03; 04; 05; 08; 09	3/0

Finally, a finesse jig that carries the attitude of the big boys. When a finesse presentation is required to get the extra bites, but the cover dictates power fishing, this little jig has the muscle to do both. Featuring a premium painted head, BOOYAH® 64-strand Thick and Thin™ skirt, weedguard and a light wire black nickel hook.



"BIG SHOW" FINESSE HEAD JIGS

Terry "Big Show" Scroggins designed these jigheads specifically for "finesse head fishing." The shaky head technique, popularized by pros because of its sheer effectiveness when conditions turn tough, is highly effective under a broad range of conditions. "Big Show" Finesse Heads are available in football and roundhead styles and feature a 60-degree eye, Plasti-Keeper Spike and light wire hook for light line applications.

ROUND BALL HEAD

Model No.	Wt.	BAG CT.
BYBRH18	1/8 oz.	4
BYBRH36	3/16 oz.	4
BYBRH14	1/4 oz.	4

All sizes available in all colors.

- Made with light wire 3/0 hook
- Durable powder coat finish



FOOTBALL HEAD

Model No.	Wt.	BAG CT.
BYBFH18	1/8 oz.	4
BYBFH36	3/16 oz.	4
BYBFH14	1/4 oz.	4

All sizes available in all colors.

- Made with light wire 3/0 hook
- Durable powder coat finish



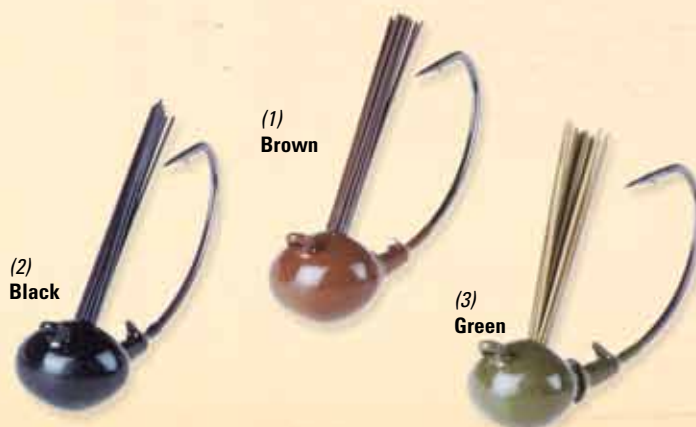
JIG HEADS

Football jigheads are designed to pull big bass from the nastiest of rip rap, chunk rock, shelf rock – any type of rocky bottom. The football-shaped head resists slipping into cracks in rocky bottoms, and the rounded sides roll with the harsh angles of jagged rocks and rockpiles, adding action to the jig while resisting snags. Combined with the weedguard to deflect cover, the Booyah Football jighead is your go-to when jigging rocky water. Super-strong Gamakatsu hooks start sharp and stay sharp.

FOOTBALL

Model No.	Wt.	BAG CT.
BYFH38	3/8 oz.	4
BYFH12	1/2 oz.	4
BYFH34	3/4 oz.	4

- 3/8 oz. with 3/0 Gamakatsu® hook
- 1/2 oz. and 3/4 oz. with 4/0 Gamakatsu® hook



BLADE™ AND BUZZ REPLACEMENT SKIRTS

MODEL NO. BAG CT.

BYSSD 2-pack

85-strand Siló-Tek™ silicone skirt for Vibra-FLX™ Spinnerbaits



(S615) Snow White



(S705) Yellow Belly Shad



(S706) Yellow Belly

55-strand Bio-Flex® silicone skirt for spinnerbaits and buzzbaits



(619) Chartreuse Purple Back



(620) Blue Glimmer



(621) Emerald Glimmer



(622) Watermelon Red Flake



(623) Coleslaw Red Sparkle



(624) Silver Scale, Chartreuse White



(625) Black Chartreuse



(626) Silver Glitter Chartreuse Clear



(627) Gold Glitter Chartreuse Clear



(628) Chartreuse Orange Crystal



(629) Blue Chartreuse



(630) Firetip Chartreuse



(631) Red Orange



(633) Firecracker



(634) Yellow Black Back



(658) Silver Scale White



(659) Gold Scale White



(660) Gold Scale, Chartreuse White



Hat. Structured, low-vis, sandwich bill hat with 3-D embroidered logo. One size fits most Velcro® strap. From the makers of The Game® caps. LWBH5



Hat. Structured, low-vis, flex-fit mesh hat with 3-D embroidered logo. From the makers of The Game® caps. LWBH3



Visor. 3-D embroidered logo. One size fits most Velcro® strap. From the makers of The Game® caps. LWBV1



Golf Shirt
Callaway® Golf Shirt.
Made of light weight, blend moisture wicking material.

- LWBYP1-SSmall
- LWBYP1-M.....Medium
- LWBYP1-L.....Large
- LWBYP1-XL.....X-Large
- LWBYP1-2XL.....XX-Large

T-shirt
100% pre-shrunk cotton long-sleeve T-shirt.

- LWBYLT1-S Small
- LWBYLT1-M Medium
- LWBYLT1-L Large
- LWBYLT1-XL X-Large
- LWBYLT1-2XL XX-Large
- LWBYLT1-3XL XXX-Large



Black Hooded Pullover.
80% Cotton - 20% Polyester

- LWBYHD1-S.....Small
- LWBYHD1-M.....Medium
- LWBYHD1-L.....Large
- LWBYHD1-XL.....X-Large
- LWBYHD1-2XL.....XX-Large



Gold Hooded Pullover.
80% Cotton - 20% Polyester

- LWBYHD2-S.....Small
- LWBYHD2-M.....Medium
- LWBYHD2-L.....Large
- LWBYHD2-XL.....X-Large
- LWBYHD2-2XL.....XX-Large



Banner. Made of weatherproof Tyvek®. Grommet in each corner. Color logo printed with weather resistant ink.

4 1/2' x 2 1/2' — UW10388

Decals. Vinyl cut decal. Great for windows or boats. — 7" x 1.5"

Yellow and black letter die-cut decal rub-on.

LWBYD1

White letter die-cut decal rub-on.

LWBYD2



BOOYAH! The sound of catching fish just got louder. From our unique head designs to our exclusive skirt formulations, each BOOYAH® bait is made the way you would make 'em, with a level of craftsmanship second to none. And because we use only the finest components, BOOYAH® baits are built to last.

So stop messing around with hit-and-miss, flash in the pan baits and tie on the lure that's designed to catch fish, not fishermen.

BOOYAH®

BAIT CO.

BOOYAH Bait Co. | PRADCO-Fishing
3601 Jenny Lind Road | Fort Smith, AR 72901
Phone: 479.782.8971 | Fax: 479.783.0234

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