



Sheldons', Inc., 626 Center St., Antigo, WI 54409-2496

MEDIA RELEASE

For immediate use

Contact: Jim Martinsen
meppsman@mepps.com
Phone: 715-623-2382, Fax: 715-623-3001

Mepps Black/Yellow/Red Aglia Perfect for Warm Water

Usually a new color in a fishing lure is not big news, but when that lure is the Mepps Aglia chances are that new color is going to make a lot of anglers very happy. The Aglia was invented in 1938, and over the past seventy years its design has not been changed and its components have all kept their original quality.

Despite the claims of a lot of “revolutionary” new lures, the Aglia remains the world’s most popular fishing lure, and for a very good reason. . . More trophy fish have been caught on the Mepps Aglia than any other lure.

In the past few years Mepps has introduced several “hot” color schemes throughout its lure-line. These “hot” or fluorescent colors are perfect for fishing cold or cool water, but the new black/yellow/red Aglia blade really is different, because it’s ideal for fishing warm water. To learn more about spinner fishing and lure colors visit us on the Internet.

Mepps web site is: www.mepps.com. To receive a current *Mepps Fishing Guide* featuring a wealth of fishing tips, and the entire line-up of Mepps products, either visit our web site or call 800-713-3474. Mepps, 626 Center St., Antigo, WI 54409-2496.