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# MEDIA RELEASE

*For immediate use*

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## **Mepps DeepRunner Runs Deep... Naturally**

Mepps DeepRunner is a willow leaf spinner designed for fishermen who need a lure that drops deep quickly and stays deep throughout the retrieve. All Mepps DeepRunner's feature a heavy over-sized, torpedo-shaped, solid brass body that allows the angler to cover more water through additional casting distance. The narrow willow leaf blade, torpedo-shaped body combination makes the DeepRunner ideal for fishing deep lakes or the fast-moving rivers.

In addition, the DeepRunner, like all Mepps spinners, features a strong and durable, imperfection-free, Swedish Sandvic stainless steel shaft. Sandvic stainless steel is of the highest quality and will not break, rust or corrode even after repeatedly landing fish. The DeepRunner's precisely machined, solid brass components are perfectly balanced to maintain maximum stability at all retrieval speeds.

Genuine silver plating with a meticulously-applied, tarnish-resistant, epoxy clear-coat finish means every DeepRunner produces one bright flash after another. The flash produced by nickel or chrome is not nearly as bright as genuine silver. A water-activated self-lubricating, folded solid brass clevis allows the blade to begin spinning freely as soon as the lure hits the water. The folded clevis not only out-performs a stirrup clevis, it is much stronger and far more durable.

Every DeepRunner blade features a holographic eye and oven-baked vinyl or acrylic accent color to create distinct areas of contrast that attract fish as the blade spins.

Extra-strong, razor-sharp, perfectly-honed premium quality hooks achieve the highest hooking percentage possible. Using a bigger and stronger hook also significantly increases the angler's ability to keep a big fish on all the way to the boat. Dressed DeepRunner's feature a genuine Mepps hand-tied, premium-grade bucktail dressed treble hook secured by the strongest of waterproof epoxies for outstanding durability even after repeated use. A Flashabou accent provides just enough sparkle to entice the weariest of fish to strike.

Additional information on the Mepps DeepRunner can be found at [www.mepps.com](http://www.mepps.com) To receive your FREE *Mepps Fishing Guide* visit: [www.mepps.com/catalog](http://www.mepps.com/catalog) or call 800-713-3474. Mepps, 626 Center St., Antigo, WI 54409-2496.