



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 White Dot Black Fury Is Visible in Any Water

Following several seasons of color research and development, Mepps has added a white dot Black Fury to its popular Black Fury line of spinners. Truly a product of Mepps Color Technology, this lure can be seen in almost any water color, at almost any depth, under almost all weather conditions.

“Mepps began seriously studying and experimenting with lure colors several years ago, comments Mepps Communications Director Jim Martinsen, when we began our color research we quickly discovered contrast is a huge factor as to whether a lure can be seen by a fish. As a result we have applied color technology to our entire lure line. The perfectly balanced, color-coordinated components of the white dot Black Fury provide ideal contrast,” Martinsen concludes., “its white bead even glows in the dark.”

The white dot Black Fury is the fourth color in Mepps Black Fury line of spinners. Other colors are yellow dot, fluorescent red dot and chartreuse dot. Black Furies come in sizes to catch everything from panfish to tackle-bustin' musky. They are available with either a gold plated or dressed treble hook, or as a weedless Combo featuring a Mister Twister Keeper Hook and three Genuine Mister Twister Tails.

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.