



Mossy Oak BioLogic® Addiction
– A Big Game International brand

Mossy Oak BioLogic Addiction
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FOR IMMEDIATE RELEASE

Mossy Oak® BioLogic Adds Deer Dust and Rub Stickz To the Addiction Line for 2016

Northbrook, IL - January, 2016 - Mossy Oak® BioLogic will be debuting two new products, Deer Dust and Rub Stickz, to its successful line of Addiction deer attractants at this year's SHOT Show in Las Vegas.



Deer Dust is the most innovative, all-in-one solution to hunters' demands for a compact, portable package of a wind checker, cover scent, and attractant. Conveniently packaged in a 4 ounce refill pouch with a 1.5 ounce portable bottle on a handy carabiner, the new deer dust is the ultimate tool for keeping yourself downwind, covering human scent, and drawing in big deer. It is available in three proven, deer enticing scents: apple, chestnut and corn.

Rub Stickz are real deer urine, crafted into a convenient, solid, no-spill stick format, for quick and easy application to any desired surface. Application to boots, leaves, trees, or the ground, will leave a long lasting, intense scent to draw in deer from long range. Rub Stickz are available in three effective scents including Buck Urine, Doe Urine, and Estrous Doe, and will last up to two years after opening.



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Both Deer Dust and Rub Stickz are set to hit shelves in July of 2016. For more information about these and other Mossy Oak Biologic® attractant products, visit www.addictionattractants.com.

About Mossy Oak BioLogic®:

Mossy Oak BioLogic® was developed by Mossy Oak® founder Toxy Haas, and reflects his passion for managing whitetail deer populations for the benefits of hunters, local human populations and the whitetail breed. Mossy Oak BioLogic's research has led to better food plot management and an array of high quality products such as the BioRock and Addiction attractant lines. For more information about Mossy Oak BioLogic® attractants, please visit www.addictionattractants.com.

About Big Game International:

Big Game International is a leading manufacturer and designer of products in a wide range of popular outdoor sporting goods categories. The company's in-depth expertise in sourcing, product development, packaging, cosmetics and marketing allows Big Game International to deliver high quality, competitively priced products and programs to our partners and customers. For more information about Big Game International, please visit www.biggameintl.com.

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