

South Bend Sporting Goods

1919 Stanley Street

Northbrook, IL 60062

P: 1-800-622-9662

www.south-bend.com

FOR IMMEDIATE RELEASE

SOUTH BEND® UNVEILS INNOVATIVE NEW PRODUCTS AT ICAST 2016

Orlando, FL (July 5, 2016) - South Bend Sporting Goods, known for offering easy, affordable, and practical fishing tackle solutions for over 100 years, will unveil a number of innovative new products at ICAST 2016.

The South Bend **Egg Aerator** (US Patent Pending) is the first self-contained, free-floating aerator that takes the hassle out of aerating your live bait or livewell. The smooth, fish-friendly egg design is free of corners and sharp edges that could harm live bait or catches—and it requires no wires, brackets or long tubes that could get kinked or tangled. An additional tube is included with each unit, which allows for the option to aerate from the bottom of a livewell or bucket. The Egg Aerator is also a year-round fishing solution, since its free-floating design allows it to be used to prevent hole freeze-up when ice fishing.



As opposed to other bulkier and heavier aeration units, which are powered by C and D batteries, the Egg Aerator provides up to 12 hours of use on a single AA Alkaline or extended use AA lithium battery. This innovative new aerator is sure to be the next must-have practical solution on fishing boats everywhere.

South Bend's **LED Fish Light** is an all-purpose fishing light that can be used either submerged or floating to attract large schools of baitfish. Equipped with 30 feet of cord, as well as an inflatable float, this LED Fish Light gives anglers maximum flexibility for placement in deeper water as well as right at the surface. The South Bend LED Fish Light runs for hours on just 4 AA batteries, and is bright enough to be used as an emergency strobe if necessary.



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The new **Ultimate Wood Fillet Board** makes cleaning and filleting fish more efficient, safe and secure. The unique mouth-spreader feature quickly and easily slides into the mouth of the fish, holding it firmly in position and eliminating the need for the “thumb in the mouth” technique or clamps, which seldom accommodate larger fish. The board also includes a tail pin to further minimize the possibility of slipping and sliding. The Ultimate Fillet board works for all sizes of fish, but makes filleting larger fish particularly easier than comparable boards.



The new **Collapsible Utility Buckets** are another simple, multi-purpose solution, which are a must have for any family fishing trip or outing on the boat. Offered in both a large 2.6 gallon and a smaller 1.3 gallon size, these durable buckets are fully-collapsible to lay flat for easier storage or carrying to and from the water. They are made from a combination of plastic and rubber to prevent corrosion, and are great for everything from carrying live bait, to collecting shells or keeping your favorite beverage cold.

“For 110 years, South Bend has been striving to make fishing more fun, easy, and affordable for anglers of all ages and skill levels,” said Scott Griffith, Vice President of Marketing for South Bend. “These new products really deliver on that brand promise, and we couldn’t be prouder or more excited to launch them at ICAST, 2016.”

For more information on South Bend’s Egg Aerator, LED Fish Light, Ultimate Wood Fillet Board, Collapsible Utility Bucket or other South Bend products, make sure to stop by the South Bend booth (#1747) or contact Tim Austen at tim.austen@biggameintl.com.

About South Bend Sporting Goods:

South Bend Sporting Goods, a family fishing tradition since 1906, has devoted a lifetime creating products that allow anglers to experience the joys of fishing. South Bend’s heritage has been built by introducing dependable, high quality and affordable fishing tackle that attracts millions of anglers to our family, year after year. South Bend’s comprehensive product assortment includes: rods, reels, combos, terminal tackle and fishing accessories. South Bend™ is a Big Game International brand. For more information about South Bend, please visit www.south-bend.com.

About Big Game International:

Big Game International is a leading manufacturer and designer of products that encompass all sporting goods categories. Expertise in sourcing, product development, packaging, cosmetics and marketing allow 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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FOR MORE INFORMATION PLEASE CONTACT:

Scott Griffith, VP Marketing, Big Game International

E: Scott.Griffith@biggameintl.com

P: 1 (847) 715-1203