



Matzuo America® – A Big Game International brand

Matzuo America
1910 Techny Road
Northbrook, IL 60065
P: 1-800-622-9662
www.matzuo.com

FOR IMMEDIATE RELEASE

MATZUO AMERICA® UNVEILS THE NEW FURIKO PENDULUM BAIT AT ICAST 2017

Orlando, FL (July 10, 2017) - Matzuo America® is unveiling the Furiko pendulum crankbait; a unique & innovative square bill crankbait that features a patent pending, first to market internal weighted pendulum. In lieu of all chambered or sliding weights, the Furiko features a pendulum weight system by suspending a dense tungsten weight from the inside of the bait which swings 360°. The internal weight strikes side-mounted brass blades and a front mounted sound resonator creating a unique combination of thumping sounds that fish can't resist.

In addition to the seductive sound, the Furiko's pendulum system and body contours create a side-to-side, life-like hunting movement. This controlled wander corrects itself back to center with no wash-out and when the retrieve is paused, the swinging pendulum produces a slow rocking sway as the Furiko floats upward to the surface.



“We are excited to premiere this new and innovative crank bait at this year's ICAST. Matzuo's commitment to innovation for all levels of anglers means that no matter the situation, the revolutionary Furiko will produce big fish again and again” said Matzuo Product Manager, Adam Knowles.

The new Furiko crankbait swings into stores in early Spring 2018 with 8 vivid colors and will be available in both a 2.5 inch and 3 inch model. The 2.5 inch bait dives 2-5 feet and includes size 4 (1X) Matzuo treble hooks. The 3 inch model dives 4-6 feet and includes size 2 (2X) Matzuo treble hooks. This unique bait will be merchandised inside a unique package showcasing the bait and featuring built-in shelf talkers to help consumers identify the Furiko from a distance.

For more information on the Furiko or other Matzuo America products, stop by the Matzuo booth (#2557) or contact Adam Knowles at adam.knowles@biggameintl.com

About Matzuo America®:

Matzuo America® is the premier name in innovative tackle. Matzuo America Sickle hooks, hooks, rigs, spinners, jigheads, hard-baits, soft-baits, and kits that attract fish and fishermen alike. From freshwater

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to saltwater, from east to west and north to south, Matzuo America is a name everyone recognizes as the ultimate in big fish catching equipment at affordable prices. Matzuo America is a Big Game International brand. For more information about Matzuo America®, please visit www.matzuo.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 PRODUCT INQUIRIES PLEASE CONTACT:

Adam Knowles, Matzuo Product Manager

E: adam.knowles@biggameintl.com

P: 1 (847) 715-1489

FOR MEDIA INQUIRIES PLEASE CONTACT:

Lori Erickson, Digital Marketing Manager

E: lori.erickson@maurice.net

P: 1 (847) 715-1307