



Matzuo – A Big Game International brand

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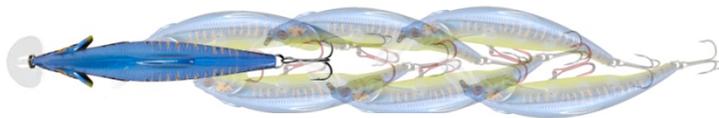
ICAST BOOTH #859

**THE KINCHOU MINNOW, NEW FOR 2013, THE HARDBAIT SENSATION
THE FISH AND FISHERMEN HAVE BEEN WAITING FOR, BY MATZUO AMERICA®**

South Sioux, NE (July 2012) – [Matzuo America's](http://www.matzuo.com) newest hardbait the KINCHOU Minnow will make the competition nervous as they stand in the aisles of the 2012 ICAST show in Orlando, Florida, July 11th through the 13th. The Matzuo® pro staff spent over a year developing the game changing new KINCHOU in twelve “fish-catching” colors across four sizes, including the small but mighty 2 inch “NANO.”



Matzuo Kinchou Minnow hardbait



Calibrated “wobble-action”

water depths from four to twenty feet, this tackle-box keeper also looks good doing it with its uniquely shaped lip and realistic, flared “bloody red” gills. Acting like an excited baitfish with its curved body and its wide wobble, the KINCHOU also attracts attention by creating a unique resonating rattle caused by stainless steel bearings chambered inside the body. No other hardbait can shake, rattle and go like the KINCHOU Minnow.

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The KINCHOU brings on the trophy heat by exhibiting all the enticing action and looks that make big fish want to take the hook. Featuring a calibrated wobble-action that covers the widest range of



“Bloody red” gills



Matzuo America's KINCHOU Minnow line in twelve enticing colors will attract trophy walleye, bass, pike, trout, salmon and other popular game-fish. The 2 inch MATZUO®KINCHOU NANO is also the perfect attractor for crappie and trout. This new line of eye-catching, fish-catching KINCHOU minnows are sure to fly off the shelves and with the excellent variety of colors, customers are sure to collect them all.



Matzuo America KINCHOU Minnow in 12 Fish-Striking Colors

For more information or to become a Matzuo Retailer contact Matzuo America at 1-800-941-2029 or www.matzuo.com or visit the Matzuo America booth #859 at ICAST 2012.

About Matzuo America:

Matzuo America is the premier name in innovative terminal tackle. Matzuo Sickle hooks, hooks, rigs, spinners, jigheads, wood baits, hard-baits, soft-baits, kits and gifts attract fish and fishermen alike. From freshwater to saltwater, from east to west and north to south, Matzuo is a name everyone recognizes as the ultimate in big fish catching equipment at affordable prices. www.matzuo.com

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