



**Matzuo America® – A Big Game International brand**

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**FOR IMMEDIATE RELEASE**

## **MATZUO AMERICA® UNVEILS HOT NEW BAITS AT ICAST 2015**

**Orlando, FL (July 6, 2015)** - This year at ICAST 2015, Matzuo America® will introduce a trio of new baits to its existing line of innovative and cost effective tackle.

The Surassha, which is Japanese for Slasher, is the latest in a line of hot-selling hard baits featuring Matzuo America's signature "bloody red" flared gills. This new top water bait includes professionally engineered chambers that create a unique knock and ping sound that the fish have never heard before. The



flared-gill design makes the Surassha spit and splash like no other bait on the market. Weighing in at a half ounce and featuring a weight transfer system, there's no doubt that anglers will be able to cast this bait a country mile! With seven custom color choices available, the Surassha offers options for any fishing condition.



**DOUBLE SHOCKWAVE SPINNER**



**MONSUTA SPINNER**

In addition to the Surassha topwater, Matzuo America will unveil two new spinner baits, the Double Shockwave Spinner and the Monsuta Spinner. The Double Shockwave Spinner adds an additional polished brass blade to the existing (and extremely successful) Shockwave Spinner for twice the flash, twice the vibration, and overall more fish.

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The Monsuta Spinner is a new double-bladed spinner for muskie and pike. It combines dual magnum Indiana brass blades, with a “triple threat teaser” tail comprised of natural bucktail, flashabou and marabou for a unique and irresistibly pulsating tail action.

“We are excited to build upon the success of our existing Matzuo America’s lineup, by adding these new performance top water hard baits and double bladed spinner baits to our spring line up for 2016. It is important that we carry through on the Matzuo America promise of quality innovations at an affordable price for all levels of anglers,” said Tim Austen, Product Manager.

Matzuo America® takes pride in offering the most innovative and cost effective products in the market. Through the combination of tried and true features and surprising innovations, Matzuo America has built a reputation of delivering proven products at a surprising value to consumers. It is this dedication to continuous improvement and innovation that makes this relative newcomer one of the fastest growing companies in the hard bait industry.

For more information on the Surassha, Double Shockwave Spinner, Monsuta Spinner or any other existing Matzuo America products, make sure to stop by the Matzuo America booth (#1949) or contact Tim Austen at [tim.austen@biggameinternational.com](mailto:tim.austen@biggameinternational.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 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](http://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](http://www.biggameintl.com).

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