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PRESS RELEASE

McCoy Fishing Line Packaging wins a Pinnacle Award

Lake Havasu City, April 30, 2010: McCoy Fishing Line announced today that it was awarded American Marketing Association's highest honor – a Pinnacle Award for their complete package re-design and logo makeover. The American Marketing Association Pinnacle Awards are distinct from any other advertising awards in that they recognize marketing/advertising campaigns that not only meet high design and creative standards, but also generate definitive and measurable results. McCoy's Pinnacle award was based on clear objectives for growth, quality of design, creativity, and dramatic sales increases that resulted from the project.

"McCoy is very proud to have received this honor and be recognized for the combined efforts of our Marketing department and RedStone Communications," said Steve Hartigan, VP of Marketing and Sales for McCoy Fishing Line. "Senior Art Director, Jeff Kavan, was very instrumental throughout the whole process of re-designing the logo and packaging for our entire product line to achieve a cutting edge look that not only appeals to our dealers, but more importantly, to the consumer."

McCoy Fishing Line has been producing premium fishing line and tackle products, Made in America, since 1935. You can learn more about McCoy Fishing at www.mccoyfishingline.com.

RedStone Communications is an advertising and marketing agency with expertise in using core human motivations to strengthen brands and build sales. Located in Omaha, NE, they can be contacted through their website at www.redstonespark.com.

