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PRESS RELEASE

McCoy Fishing Line Launches New Website

Lake Havasu City, September 7, 2010: McCoy Fishing Line announced today that it is launching a new and improved website (www.mccoyfishingline.com). The dramatically redesigned website was created as an extension of the complete makeover of the McCoy packaging and logo, which recently won a Pinnacle Award (April 2010).

Creating the new website was the next logical step to reinforce the changes made to the overall McCoy brand. The new website extends the re-branding of the McCoy image by utilizing all of the design changes and is yet another tool to help establish better brand awareness with the customer.

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 our new website:

www.mccoyfishingline.com.

