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Tinsel Tail Lures™ Launches Website

Milwaukee, WI, July 2, 2008 – Wilk Industries, through its exclusive agreement with Hedron, Inc., welcomes the original and genuine Tinsel Tail Lures™. Tinsel Tail Lures™ is a fishing lure company based out of Milwaukee, Wisconsin. The brand new company launches its new website on Wednesday, July 2, 2008.

The website, www.tinseltail.com, will enable users to buy the company's innovative lures, as well learn various fishing tips. The website is both designed and developed by the Milwaukee-based interactive media and web development company Finn Digital LLC.

The Tinsel Tail Lures™ line of premium fishing baits currently includes multiple styles and sizes of Spinnerbaits and jigs. The lures have been field tested and improved for over 25 years, and are used to catch freshwater game and pan fish. The lures come in a variety of effective fish-producing color patterns of hand-tied tinsel. This material is highly reflective, which gives the illusion of a school of baitfish.



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Because each strand sizes only 1/69th inch wide and 1/2 millimeter thick, the lure can move fluidly through the water, mimicking the motion of a fish. This action, combined with superior visibility, will move fish from greater distances than traditional skirting materials, enticing reluctant fish to strike. The immense strength of these tinsel strands will also expand the life span of the lure.

All of the lures are constructed with single hooks to allow fishermen to catch and release fish with more ease and less damage to the fish. For more information about Tinsel Tail Lures TM, visit the new website at www.tinseltail.com.

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