



MIRROCRRAFT AGGRESSOR EXP - For 2007 an all-new hull highlights our flagship model line. Adding an additional 8" of width, the new Aggressor EXP Series now features an incredible beam of 97". Now designated as the 1875 and 1877 Aggressor EXP models, these new boats offer the discriminating angler about every feature and option choice available in the industry. From our incredibly strong twin hull featuring a new 2" thick 25" tall transom, through our plush pedestal seats, everything is pro-level quality. Additionally, our engine horsepower ratings have increased from 150hp to 175hp. Like all MirroCraft models, space and storage areas abound, and dual baitwells and livewells insure the ultimate in convenience in any tournament action.

For the ultimate power we recommend Mercury outboards.

For more information, see your local MirroCraft dealer or visit the web at www.mirrocraft.com.



ARGO AVENGER & FRONTIER - Experience the amphibious all terrain ARGO Avenger EFI 8x8 or Frontier 6x6 - the ultimate off-road machines for the serious outdoorsmen; ideal for hunting fishing, bush trekking and property management all year round.

Drop by your local ARGO dealer for the annual Spring ARGO Demo Ride / Open House Day March 31 and May 5.

You will be able to see the ARGO model line up and take a demonstration ride. (Demonstration rides are available at participating dealers-models may vary by location). Free 2007 ARGO DVDs (Live the Outdoor Dream or ARGO Hunting Adventures), and other ARGO promotional items.

Visit www.ARGOfv.com for more information and to locate your closest participating dealer.



FLOATING POLARIZED SUNGLASSES FROM FISHGILLZ - FishGillz, a sunglass company in Southern California, has a unique pair of polarized sunglasses. These sunglasses float in water and were specifically designed for boaters and fishermen. Their objective was to address four areas of concern: Maximum Protection, Ultimate Comfort, a Floating Feature, and they wanted to provide these features at an affordable price.

FishGillz have a few features that make them a cut above the rest. They float without the use of pads, cords or straps which are usually awkward and restrict vision. The frames are made of a unique polymer blend, that is tough and durable, yet light and flexible. Weighing only 1/2 ounce, FishGillz are extremely comfortable, and ideal for boaters and fishermen who spend long days out in the sun.

The Micro-Filter Lenses offer UV protection, and the sleek, wrap-around frame provides extra protection from the elements. When fishing in intense, bright light conditions, FishGillz completely block out glare, and in shallow water, they actually assist the user in seeing fish and objects just below the surface of the water.

FishGillz uses a multi-layer, high impact lens, which includes a dual anti-reflective layer, a scratch resistant hard coat, a water-proof layer, and a polarized micro-filter that provides total protection for the user.

FishGillz were created for water-related sports, but because of their ultra-light, wrap around sport frames, and distortion-free polarized lenses, they can be used for any and all types of outdoor activities.

For more information, visit the web at www.FishGillz.com.

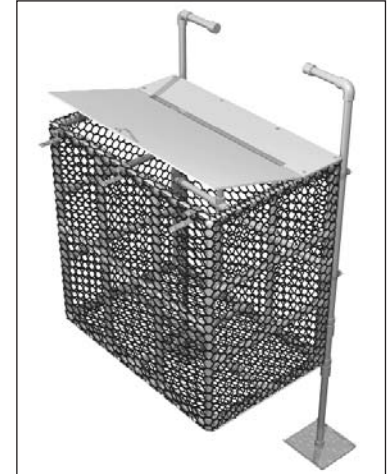


RAINBOW-IMAGE SPINNER - Northland Fishing Tackle®, one of the country's leading producers of Jigs, Live Bait Rigs, Spinners, Spoons and Soft Plastics introduces a newly redesigned series of spinner rigs to its product line for 2007 called . . . the Rainbow-Image Spinners.

The Rainbow-Image Spinners are the ultimate premium quality spinner rigs designed for minnows, leeches, crawlers & soft plastics. They feature "single" and "double-hook" crawler harness rigs tied with hand-snelled 50" Trilene® XT leaders, blood-red Lip-Stick® hooks, holographic Pearl Beads and a highly reflective series of metallic "fish-scale" attractor blades for maximum flash and life-like reflection!

The Rainbow-Image Spinners are available in 3 sizes and 9 hot, fish-producing colors.

For more information and a 2007 product catalog, contact Northland Fishing Tackle, Inc., 1001 Naylor Dr. SE, Bemidji, Minnesota 56601, phone (218) 751-6723 or email us at norfish@northlandtackle.com, or visit our website at www.northlandtackle.com.



TAKE IT OFF THE LINE AND KEEP IT IN THE KENNEL - Attention fishermen, the Fish Kennel from Lueck's Lures is a must for every lake home or cabin. This dock mounted live box is built to last.

The Fish Kennel allows you to keep your fish alive and healthy for longer periods of time than keeping them in your boat's livewell or hanging the traditional fish basket off the end of your dock. It allows fish the opportunity to remain in the lake, which keeps them in their natural setting and water temperature, creating a less stressful environment and an incredibly fresh meal of fish whenever you want it.

Two dock brackets are mounted to the dock with four bolts. Bracket removal is simple, but not necessary as they allow easy access to your fish. The Fish Kennel is easy to install, virtually rustproof, and requires minimal assembly.

The brackets are not affixed permanently to the Fish Kennel. By pulling two pins from the brackets, you can easily tip and remove the Kennel from the brackets, leaving the brackets on the dock.

This environmentally safe dock accessory is built sturdy, but it's still easy to handle. The Fish Kennel fits most docks and measures 36"L x 24"W x 36"D.

For more information visit the web at www.lueckslures.com or call (952) 457-4957 or (507) 456-1896.



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