

2010

★ **ST. CROIX ROD** ★  
P R E S S   R E L E A S E

**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

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**ST. CROIX® ADDS FOUR SWITCH RODS TO  
IMPERIAL® FLY SERIES**

**Park Falls, WI** – St. Croix® has introduced four 11-foot switch rods to their popular line of Imperial® fly rods for 2010. Designed for either single or two-handed casting, the new models feature fast-action, 4-piece blanks and cover 5, 6, 7 and 8 weight lines.

Imperial switch rods are built with a dynamic blend of high-modulus/high strain SC<sup>IV</sup> graphite and premium-quality SC<sup>II</sup> graphite for lightweight, smooth performance. Finished in a distinctive “Gloss Burgundy”, each is outfitted with aluminum-oxide stripper guides with black frames, hard chrome-plated snake guides, uplocking, machined-aluminum reel seats, premium-grade cork handles and two coats of Flex Coat® slow-cure finish for the ultimate in thread protection.

Convenient alignment dots make assembly quick and easy. Each rod comes with a rugged case with carrying handle and divided polypropylene liner. Imperials are protected with a lifetime limited warranty backed by St. Croix Superstar Service. Handcrafted in Mexico at St. Croix’s new manufacturing facility in Fresnillo, with retail prices ranging from \$240 to \$250.

More...



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## About St. Croix Rod

St. Croix Rod is a family-owned manufacturer of high-performance graphite and fiberglass fishing rods headquartered in Park Falls, Wisconsin. The company offers a complete line of premium, American-made fly, spinning and casting rods under their Legend Elite,<sup>®</sup> Legend Ultra,<sup>®</sup> Legend Tournament,<sup>®</sup> Avid Series,<sup>®</sup> Premier,<sup>®</sup> Wild River,<sup>®</sup> Tidemaster<sup>®</sup> and other trademarks through a global distribution network of full-service fishing tackle dealers. The company's mid-priced Triumph,<sup>®</sup> Mojo Bass and Surf, Imperial<sup>®</sup> and St. Croix Rio Santo rods are designed and engineered in Park Falls, Wisconsin and built in a new, state-of-the-art manufacturing facility in Fresnillo, Mexico. Founded in 1948 to manufacture jointed bamboo fishing poles for a Minneapolis hardware store chain, St. Croix has grown to become the largest manufacturer of fishing rods in North America.

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