

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'S MOJO SURF RODS DELIVER HIGH
PERFORMANCE AT AN AFFORDABLE PRICE**

Park Falls, WI – St. Croix®'s new Mojo Surf series are high-performance rods that sell for surprisingly affordable prices. Designed and built for hard-core surf anglers who fish in the most extreme conditions, the Mojo Surf rods deliver rugged durability and strength with the latest features and components.

They're built from premium-quality SC^{II} graphite with a hot "Black Cherry Metallic" finish, and outfitted with special, weight-saving surf guides featuring zirconium rings for greater casting distances and sloped frames to reduce line tangling. With Fuji® DPS reel seats and black hoods matched to a custom "X-Wrap" handle for comfort, durability and style, the new Mojo Surf rods look as great as they cast. Finished with two coats of Flex Coat® slow-cure finish, and handcrafted in Mexico at St. Croix's new manufacturing facility in Fresnillo, the Mojo Surf rods are covered by a 5-year warranty backed by St. Croix Superstar Service. Retail prices range from \$140 - \$280.

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®, Legend Ultra®, Legend Tournament®, Avid Series®, Premier®, Wild River®, Tidemaster® and other trademarks through a global distribution network of full-service fishing tackle dealers. The company's mid-priced Triumph®, Mojo Bass and Surf, Imperial® 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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