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

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St. Croix's BASS X...Delivers Affordable Performance; Sets New Standards

Park Falls, WI – Bass anglers are becoming more discriminating every year. They demand more out of their equipment; expecting performance at an affordable price. The NEW BASS X series from St. Croix delivers with an array of rods that answer their demands.

Each of the fourteen BASS X rods are constructed of SC^{II} graphite providing the foundation of lightness and sensitivity. Fuji® reel seats on both the casting & spinning models are paired with hard aluminum-oxide guides; a winning platform for casting, retrieving and fighting these worthy adversaries. While the technology drives design, the aesthetics of the blank, guides, and split grip handles ensure these rods look and feel as good as they fish.

BASS X rods were designed in Park Falls, Wisconsin and are handcrafted in our Fresnillo, Mexico facility. Retailing for \$100 - \$110, BASS X delivers incomparable value. When paired with a 5-year warranty backed by its Superstar Service...St Croix delivers on its goal of affordable performance.

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About St. Croix Rod

St. Croix Rod is a family-owned and managed manufacturer of high-performance fishing rods headquartered in Park Falls, Wisconsin with a 68-year heritage of USA manufacturing. Utilizing proprietary technologies, St. Croix controls every step of the rod-making process, from conception and design to manufacturing and inspection, in two company-owned facilities. The company offers a complete line of premium, American-made fly, spinning and casting rods under their Legend Elite,[®] Legend[®] Xtreme, Legend Tournament,[®] Avid Series,[®] Premier,[®] Wild River,[®] Tidemaster,[®] Imperial[®] and other trademarks through a global distribution network of full-service fishing tackle dealers. The company's mid-priced Triumph,[®] Mojo Bass/Musky/Inshore/Surf, Eyecon[®] and Rio Santo series 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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