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Immediate Release

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LaserLure, Inc. announces sponsorship deal with top angler Boyd Duckett

SHREVEPORT, La. – LaserLure, Inc. announced today that it has signed 2007 Bassmaster Classic champion Boyd Duckett to a major sponsorship contract.

LaserLure, a Shreveport, La.-based manufacturer of laser beam-infused lures, sought Duckett because of his popularity and reputation for seeking creative approaches to competitive fishing, said Mike Lopez, LaserLure’s National Sales Manager.

“We are delighted to welcome Boyd Duckett to our team. At LaserLure, we know that we’ve developed an innovative, exciting new product and we’re equally certain that we’ve formed a partnership with an angler that will bring the right kind of attention to our product,” Lopez said.

“Nothing could please us more than knowing that when the Bassmaster Classic comes to Shreveport in February, Boyd Duckett will be tossing our lures and telling people the terrific things he’s found out about them.”

Duckett, of Demopolis, Alabama, became one of the country’s best-known anglers in 2007. He not only won the Bassmaster Classic, he set a single-season B.A.S.S. earnings record by winning \$864,000. That year, he also won the B.A.S.S. Legends “major” tournament and finished in the top 12 during five nationally televised events. Duckett also took the title in the made-for-television Ultimate Match Fishing competition on the Outdoor Channel.

Duckett is considered one of pro fishing’s most articulate spokesmen. He produces a blog site, found at www.boydduckett.com, and writes a syndicated column known as the Duckett Exchange.

“I’m really proud to be part of the new LaserLure team, because the company has created a truly innovative product. LaserLure has taken a great idea and turned it into products that work,” Duckett said.

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“I think people that know me understand that I’m really careful to make sure I associate with high-quality, top-flight sponsors. And LaserLure is a terrific, growing company,” Duckett said. “It’s always my intention to work with folks that let me have a voice into how their products are advanced and marketed. LaserLure is giving me that opportunity, and I’m excited about this partnership.”

Shreveport, La.-based LaserLure, Inc. produces water-activated, computer-controlled lures that come in five body styles. For more information on products, visit the company Internet site at www.laserlure.com or by phone 877-527-5873.
