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★ **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 TWO NEW MOJO BASS MODELS

**Park Falls, WI** – St. Croix®'s hot new Mojo Bass rod series just grew to 14 different technique-specific models with the addition of a 6' 8" medium power, extra-fast action casting rod (MBC68MXF) for top water baits and a 7' medium-heavy power, fast action spinning rod (MBS70MHF) appropriately labeled the "Power Spin".

Built from premium-quality SC<sup>II</sup> graphite with a hot "Black Cherry Metallic" finish, and outfitted with Batson Forecast hard aluminum-oxide guides with double-plated black chrome frames, the Mojo Bass will turn as many heads as they do fish. With Fuji® ECS reel seats and a black hood on casting models and Fuji® DPS reel seats with black hoods on spinning models, they feature contemporary split-grip handles with premium-quality cork, so the St. Croix Mojo's look as great as they cast. Finished with two coats of Flex Coat® slow-cure finish, and handcrafted in St. Croix's new manufacturing facility in Fresnillo, Mexico, the Mojo Bass rods are covered by a 5-year warranty backed by St. Croix Superstar Service. Retail prices range from \$100-\$130.

### 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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