

Secret Lures “MVP” Line of Jigs debuting at 2008 ICAST Show

Secret Lures will be rolling out their newest products July 16-18, at the 2008 ICAST trade show. The MVP Series of jigs consists of two different models, a Football and a Flippin’ design, both offered in 9 colors, and a variety of weights. All MVP jigs feature premium three tone silicone skirts, high strand counts, rattle band collars, and the unique “hole in one” skirt design. This premium skirt system provides for distinct colors, secure attachment, and a great flared action.

For deep or open water, Secret Lures offers the MVP Football jigs. These feature a premium Mustad EWG hook, cross-eyed design, and proven football head shape. Couple these features with the Secret Lures Pivot Divot, and you have a deadly combination. The Pivot Divot allows you to rock the jig in place, with an enticing action that others can’t match. The football jig also comes in two color coordinated heads, black/gold hybrid and camo/pepper, depending on which skirt color is selected.

For shallower water and heavy cover, Secret Lures offers the MVP Flippin’ jigs. They are designed to come through the thickest of cover without snagging. The Flippin’ head features a sleek profile, cross-eyed line tie, and molded trailer keeper. This combination allows the jig to be flipped and skipped into the tightest of places with ease, while keeping the hook upright and ready. The premium 4/0 Mustad EWG hook assures you’ll have what it takes to pull the big one out of hiding.



Football



Flippin’

For more information on Secret Lures and the products offered, please visit www.secretlures.com. The full line of products will also be on display at the 2008 ICAST show in booth 2252, stop by and check out everything they have to offer.

SECRET Lures

P.O. Box 2011

Columbus, IN 47201

info@secretlures.com