

# 2010 Fred Hall Show

## Promar and Ahi team up again for Hall Show

Promar and Ahi USA continue to flex their innovative muscle as they show off the latest in fishing and lobster gear at the upcoming Fred Hall Show in Long Beach. The 30-foot booth will also feature a full array of landing nets, sabiki sticks, and squid jigs. Also on display will be a live lobster and crab tank.

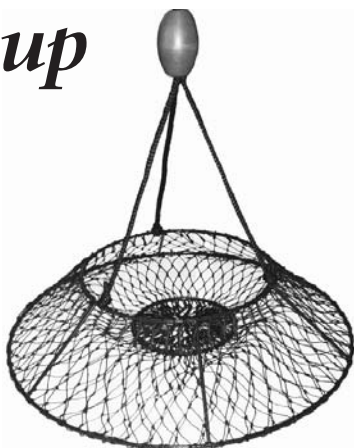
The new Ambush hoop net exploded onto the scene last year with its revolutionary design and proven ability to catch lobsters and crabs. Its solid steel construction features six fixed welded support posts, corrosion resistant "stealthy-blue" vinyl coating,

heavy duty harness with bridle float, and patented bait pouch with weighted ring.

Ahi USA Sabo Heads are to be intro'd at the show, and there are three reasons why "The jig is up."

**Reason #1:** Sabo Jig Heads are twice the size of standard lead heads without doubling the weight and can be rigged with swimbaits, grubs, and twin tails. Lightweight lead heads are micro sized and are disproportionate to the size of the soft bait. The larger Sabo Head offers a more uniform and streamline appearance.

— Reason #2: Sabo Squid



**THE AMBUSH HOOP** Net from Promar offers up a revolutionary design with increased strength and stealth.

Heads are true squid imitators and offer real action thanks to the tuned mantle action fins. They're versatile and can be rigged with a number of products already out on the market. Simply cut the upper half of the squid lure off and thread a Sabo Squid Head in its place to complete the presentation. Pin squid strips or whole squid to ring the white seabass dinner bell.

— Reason #3: Sabo Bullet Heads are oversized jig heads embedded with a rich glow element that extends deep into the head. This emits a much brighter and longer-lasting glow than a painted lead. They're ideal for trolling or casting curly tails, grubs, hoochies, and swimbaits.

There's more at the Show! There's the Fred Hall Show Giveaway: Purchase six packs of Ahi USA Sabo Heads at the Show and receive one pack for free. Purchase an AHI USA Sabiki Stick at the Fred Hall Show and receive 2 free Sabiki bait rigs. Bring your receipt to the Promar and Ahi USA booth on aisle 700 to redeem.

## Bright & Morning Star calls for optimism in 2010

This year, all indications point toward an outstanding offshore fishing season for boats running out of San Diego. There's already a lot of bait in a lot of places and the water temperature is pushing 60 degrees.

Several albacore have been caught by boats heading to the Hurricane Bank, and Ben Griffith, owner/operator of the *Bright and Morning Star* out of H&M Landing, believes we are in for a really good *El Niño* fishing season. On the other hand, all economic indicators have red flags flying high with money being very tight. That being the case, advance rates average about \$189 per day including meals on the *Bright and Morning Star*.

Griffith has tried to keep the prices as low as possible on all advance purchases. Griffith said, "I don't believe you'll find another boat out of San Diego with rates this low. We also have special, deeply-discounted rates for veterans, military, police, firefighters and kids 16 and under on select trips (rules apply). Our private charter rates will be rock bottom as well."

"I'll be running most of the trips with John, Tom or Steve running relief. Each of us has over 25 years experience on boats out of San Diego. Most of my crew has been with me over 10 years and besides being experienced, they are courteous and work well together. Most of the crew now holds a captains license, and our cook is first rate, so you'll never go hungry."

For those that haven't been on the *Bright and Morning Star*, Griffith says, "You'll be pleasantly surprised," he added. The boat is 105 feet long, has 15 cabins with two to three bunks each, three heads, two showers, a large galley/lounge, a spacious sun deck, large bait capacity that includes a large bow tank, up-to-date electronics, refrigerated fish hold and it's powered by Caterpillar engines.

The sportfisher is conveniently located at H&M Landing in San Diego; however, they are independent; so please call them direct. You can find the schedule online at [www.brightandmorningstar.com](http://www.brightandmorningstar.com) and in this paper; "or you can call (760) 438-4119, and talk to me, my wife Suzi or one of my two daughters, Devon or Terrianne."

## AA Worms/Optimum Bait Co. expands Fred Hall presence

AA Worms/Optimum Bait Co. CEO Matt Paino announced his plans for the upcoming Fred Hall shows and that means bigger and better with some great deals for showgoers.

"We will be expanding our presence at this year's shows," stated Paino. "We have a lot of new styles, colors and models for most of our brands and we want to show these new lures off."

Optimum baits will be marching out its new sizes and colors in both the Line Thru and Double Diamond Series and Ima Japan will feature its new Big Stik and Baby Flit models.

To make these debuts more grand, Ima Japan and Optimum Baits will have many of its pro staff anglers present at the Show. BASS Elite and WON BASS U.S. Open angler Fred Roumbanis will split time between the Ima and Ardent reels booths, while top pros and guides Randy Pringle, Art Hill, and Mike Gardner will also be on hand. Mag Bay experts Harvey and Ian Tucker and other factory representatives will also share tips and techniques.

To make room at the factory, AA/Optimum will have a special closeout table with deals and specials too good to mention, but well below cost. Paino advises that those attending the Fred Hall Show come early in order not to miss out on any favorite style or color.

"We are very excited about this year's shows and look forward to seeing all of you there," concluded Paino.



**TOP BASS PRO FRED ROUMBANIS** will be one of the experts on hand at the AA Worms/Optimum Bait Co. booth at the Fred Hall Show.

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