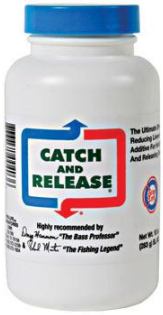


CATCH AND RELEASE™



- Use In Livewells and Weigh-In Tanks To Help Keep Bass & Walleye Alive
- Calms Bass & Walleye With All Natural Sedative
- Stimulates And Protects Slime Coating
- Reduces Weight Loss By Preventing Stomach Regurgitation
- Prevents Shock And Restores Electrolyte Balance
- Instantly Removes Harmful Chlorine And Other Toxic Harmful Water Treatment Chemicals
- Boosts Oxygen Transfer
- Protects Against Overall Post Release Infection
- All Around Stress Reducing Compound

CATCH AND RELEASE® is the most advanced livewell formula on the market today. Our new formula has taken stress and delayed mortality reduction to the next level. We have incorporated a natural tranquilizer that will calm your fish, lower deadly cortisol levels and has shown to enhance the immune response in bass and walleye.

CATCH AND RELEASE® aids in reducing secondary bacterial and fungal infections that result in delayed mortality in bass and walleye. When used in conjunction with proper handling procedures and livewell management, it ensures that bass and walleye can be released in superior condition so that they can live to fight another day. CATCH AND RELEASE® is the evolution of live release.

With superior dissolving capabilities, improved calming effects and an overwhelming ability to remove both heavy metals and pesticides (both of which can be especially harmful in coves or canals), CATCH AND RELEASE® is the choice of champions. Use CATCH AND RELEASE® in both livewells and weigh-in tanks as both a conservation measure and to assure that tournament points are not lost due to dead bass. Technically, CATCH AND RELEASE® will:

- Calm your hard caught tournament catch so that injury in the livewell is reduced.
- Reduce losses from stress by the all important addition of electrolytes back into bass and walleye.
- Helps bass from regurgitating stomach contents which helps stop weight loss.
- Immediately removes any harmful chlorine which may be present from melting ice.
- Helps heal both hook and net wounds.
- Replaces the all important natural slime coat of bass and walleye.

To use, simply add one teaspoon to 10 gallons of water. One cupful treats 500 gallons of water. If you are using a recirculating livewell, add more CATCH AND RELEASE® when water no longer appears bluish green. Keep container closed when not in use.

- Keep the water cool, especially during warmer months with ice. If water is 75°F or higher, cool water by 15°F.
- Always wet hands before handling bass to reduce the effects of removing any slime coating.
- Handle bass carefully trying not to rub bass against abrasive objects such as carpet on boat.
- Place a pinch of CATCH AND RELEASE® on local wounds to help in the healing process.
- If holding bass by lower jaw, lift in perfectly vertical position. If you must hold in horizontal direction, then help support under stomach with free hand. Otherwise, damage may occur to lower jaw.

