



Pure Fishing Australia

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FOR IMMEDIATE RELEASE

PURE FISHING ACQUIRES CUTTING EDGE LURES

Columbia, SC – March 5, 2014 – Pure Fishing, Inc., a leading global provider of fishing tackle, today announced that it has acquired substantially all of the assets of the Cutting Edge Lures business, an Australian provider of tropical and freshwater fishing lures marketed under the Rob Gaden brand name.

“We are excited to add Cutting Edge Lures to our offering, as they provide a strong complement to our current product lines,” commented Phillip Coles, Managing Director of Pure Fishing, Australia. “Cutting Edge Lures’ innovative products and strong design capabilities, paired with our global distribution network, create a compelling combination. We look forward to working with Robert Gaden to ensure that Pure Fishing stays at the forefront of delivering innovation to anglers in Australia and around the globe.”

“Joining the Pure Fishing team will dramatically expand our opportunities for global growth. I am very excited to have Cutting Edge Lures become a part of Pure Fishing’s portfolio of industry leading brands,” stated Robert Gaden.

About Cutting Edge Lures

Cutting Edge Lures is a provider of hard bodied fishing lures. Products are designed for all predator species catering to tropical and freshwater needs. The company prides itself on innovation and new product development. The company is headquartered in Coffs Harbour, Australia. For more information, please visit www.cuttingedgelures.com.au.

About Pure Fishing, Inc.

Pure Fishing, Inc. is a leading global provider of fishing tackle, lures, rods and reels with a portfolio of brands that includes Abu Garcia®, All Star®, Berkley®, Chub®, Fenwick®, Greys®, Hardy®, Hodgman®, Johnson®, JRC®, Mitchell®, Penn®, Pflueger®, SevenStrand®, Shakespeare®, SpiderWire® and Stren®. With operations in 24 countries and a dedicated workforce conversant in 28 languages, Pure Fishing, Inc. is part of Jarden Outdoor Solutions, a leader in developing outdoor and active lifestyle products and a subsidiary of Jarden Corporation. For more information, please visit www.purefishing.com.

