

FOR IMMEDIATE RELEASE
July 7, 2010

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Koppers Fishing Introduces New 'Walk the Dog' top water frog series

*Anglers can now do Frog Fishin' ...the **LIVE TARGET** way!*

Grand Island, NY – Koppers Fishing, the makers of Live Target Life-Like Lures announced today the introduction of its new 'Walk the Frog' top water series for 2011. These two unique top water baits will take frog fishing to an all new level. The ultra-realistic actions and colors may not only fool big bass and northern pike, but quite possibly 'Mother Nature' herself. The new baits might change the old fishing phrase of 'Walking-the-Dog' to 'Walking-the Frog!'

According to B.A.S.S. pro Stephen Browning, "These lures are the most amazing realistic frogs on the market following Koppers 'Match the Hatch' principals. The amazing action will get you those extra bites and hook ups where other baits fall short."

The series features two models. The top water hard bait walking model has rattlin' weights for calling in big bass, realistic frog finishes with life-like extended legs for the walking action and two Daiichi super sharp treble hooks for increased hook-ups. The walking model comes in two sizes of 4 1/8" and 4 ". Until now, anglers had to settle for cigar-shaped models that really do not resemble a frog at all....they actually look like a frog colored minnow.

The soft plastic hollow frog features a realistic colored hollow body that collapses on the strike exposing the super sharp double custom frog hook for increased hook-ups. It also sports a dual rubber legged skirt that can be trimmed to alter the action of your top water retrieve. The hollow body frog will come in sizes that measure 2 " and 2 5/8". Both frog series come in ultra-realistic frog colors such as green back/yellow belly, green brown, tan brown and brown black.

Browning advises anglers to cast the hollow body weedless model around and in heavy cover on a medium/heavy rod with 50-pound braided line. To get increased 'Walk-the-Frog' action, use a plain snap tied with a Palomar knot. For the hard body, treble hook model, try casting it with regular mono line in the 12-15 pound test range or even 30-pound braid around heavier cover. .

Both versions of 'Walk the Frog' top water series for 2011 will be available in the fall of 2010. Anglers can get more information on the company's complete line of lures at livetargetlures.com

Grant Koppers, founder of Koppers Fishing, is a seasoned, professional sport fishing guide from the world-class waters of the Niagara River Region U.S.A./Canada. Drawing upon his passion and 20,000 plus hours of on-the-water experience, Koppers has developed a revolutionary line of artificial lures that he founded in 2007. After spending years on the water examining the biology of baitfish and studying their movements, Koppers created what did not exist; the world's most anatomically accurate line of fishing lures.

For more information, contact Terry, Tom at the number above or email info@koppersfishing.com.



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