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Contact: Greg Mitchell, Chairman/CSO  
860.415.0530  
gmitchell@mystictackleworks.com

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**Mystic Tackleworks, Inc., Names Richard L. Ice as President**

Mystic, Connecticut – Mystic Tackleworks, Inc., has named Richard L. “Ric” Ice as president of the technology-driven, bio-science based sportfishing Product Corporation. Ric will lead the company as it continues to revolutionize the sportfishing industry using technology and bioscience.

Ric was previously Director of Membership at The American Sportfishing Association (ASA) based in Alexandria, Virginia, the representative body for fishing tackle manufacturers and retailers in the United States. Under his tenure, the association experienced a forty percent increase in its membership.

Ric has over thirty-nine years of experience in corporate management, marketing and strategy assessment in the sportfishing industry. He has worked for corporations and associations including: Out West Marketing, Munson Distribution and K Mart Enterprises, Inc.

"Ric's expertise and associations in the sportfishing industry are invaluable to us," said Timothy G. Jones, CEO of Mystic Tackleworks, Inc. "Our Company invested considerable time in the search for the individual who could best direct Mystic Tackleworks, not just to be competitive at a national level, but internationally as well. We are introducing formidable, and in many cases "first-of-its-kind" technologies to sportfishing," said Jones. "After conferring with several people with long-standing roles within the sportfishing community, it became apparent that someone who was as trusted and admired as Ric Ice would be a perfect match for Mystic Tackleworks. We consider ourselves fortunate to have Ric on board," Jones said.

The company's Bio-Pulse™ System utilize a scientific approach that appeals to the senses of fish, mimic actual prey and encourage fish to feed. The Bio-Pulse System emits various scientifically designed neurosensory stimuli, including molecular "feeding stimulant" compounds, that act as a neurological feeding trigger for fish, thereby significantly exceeding the catch rate compared to low-tech lures.

Mystic Tackleworks, founded in Mystic, Conn. in 2005, is a technology driven, bio-science based corporation focused on the integration of leading edge technology into the sportfishing industry. All of the company's product designs are subjected to exhaustive levels of scientific scrutiny and aquatic engineering in order to appeal to what a fish likes. For more information, visit [www.mystictackleworks.com](http://www.mystictackleworks.com).

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