



Mystic Tackleworks, Inc. announces a Breakthrough in sound producing technologies
That appeal to fish.

New BioPulse System lure heralds a new era in science and technology for anglers
around the world.

Las Vegas, July 16, 2008 – Mystic Tackleworks, Inc., a leader in the development of technology based sportfishing products, today announced a breakthrough development in the generation of sound fields from a fishing lure system, that directly target the hearing related organs (otolith) in fish. The groundbreaking advancements will benefit anglers by targeting the microscopic "hairs" (stereovilli) that are a part of the hearing anatomy. The ability of fish to hear is the result of very sensitive directional receivers that respond to displacement. This is the result of direct stimulation of the hair cells to slight water movements caused by either gravity, accelerations in a gravitational field, hydrodynamic flows, and sound.

The new line of BioPulse System technologies, soon available in salt and freshwater models, "makes it possible for both the first time angler or the tournament professional to have a better chance to catch fish, said Richard L. Ice, the President of Mystic Tackleworks. For slightly more than the cost of a fishing shirt, anglers can now purchase advanced technologies that have never been available in our sport," he said. "These are real technological breakthroughs developed from science and are not gimmicks," he explained.

"In the current environment, anglers are optimistic and are openly looking for more effective products," Ice said. "BioPulse is the culmination of all that is known in the most critical areas of attracting fish. We are very excited about the future of sportfishing and most particularly, what our technologies will bring to the marketplace."

The BioPulse System is advanced technology made easy and affordable for the angler. Complete with microprocessor controlled sound production capabilities, the BioPulse lure is programmed to emit sounds designed to stimulate food search behavior in both the opportunistic hearing generalists as well as the hearing specialists of the fish world. With scientific input from cutting-edge research into the ways that fish interpret their environment through sound, the BioPulse System sets a new price-performance milestone for today's technology savvy anglers."

Product features and benefits

The technical capabilities of the new BioPulse System fishing lure are based on the on the most valid and timely research that directly seeks to understand the ways that fish interpret their external surroundings," said Gregory J. Mitchell, the Founding

Chairman and Chief Science Officer for Mystic Tackleworks. "The connectivity that fish have with their immediate environment is what our corporate focus and is what we are deciphering," he said. "Due to the way we've integrated the technologies into the BioPulse System, anglers will immediately recognize how easy it is to use and that the technologies are not intimidating at all. Fishing the BioPulse is as easy as fishing with any other traditional lure, as far as procedural requirements," he said. "You just tie the lure to your line and inject it with feeding stimulant and go fishing. The lure does the rest. Though it's a chemical, mechanical and computing power-house, the integration of the numerous technological features have been developed in parallel with "ease of use engineering. Every feature, no matter how minor has been thoroughly thought through," he explained. "You fish BioPulse like an ordinary lure, even though it's piece of scientific equipment. It's a simple and familiar process," he explained.

"There are an estimated 60 million anglers in the United States with diverse requirements for their fishing equipment. The BioPulse is designed for those anglers looking for advanced "fish catching" technologies, contained in a simple, reliable lure that makes fishing with an artificial lure more like fishing with live bait," said Mitchell. "Many anglers want better performance from artificial lures at a fair price and they don't need complicated features that get in the way. They don't want to pay for capabilities they may not use. The BioPulse is the answer to their needs and can greatly benefit this exciting product category," he explained.

All models of the new BioPulse System include a "self aware" sensing system that continuously communicates with a central microprocessor. This is coupled with a Feeding Stimulant injection port and bite extrusion belly, designed for the Company's patented neurological feeding stimulants. When lightly compressed (as from a fish bite), these features come to life and create a taste and smell explosion to a fish. This allows the lure to release patented feeding inducing agents in large concentrations, eclipsing the neurological threshold of the fish, and making the bite response a "reflexive" behavior. The result--the fish has no choice but to bite repetitively and not let go.

About Mystic Tackleworks, Inc.

"...where science is the bridge between art and luck." -- guides Mystic Tackleworks in the development of technologies that power the world's most innovative Sportfishing Company. Founded in 2005, the Company is set to introduce the BioPulse System, which consists of three components: highly sophisticated Fishing Lures, Neurologically active Feeding Stimulants and anti-microbial cleaning solutions. Together, these patented products afford the BioPulse System a performance based advantage in the competitive sportfishing lure market. The Company is a technology driven, bio-science based corporation that is introducing technologies based on science that will far exceed the catch rate of existing lures.

Featuring a team of internationally recognized biologists and engineers, the Company directs its attention to the direct link between neurobiology and behavior in fish. BioPulse products are designed to best activate those neurological receptors that drive fish to want to ingest a lure. The Company has conducted rigorous behavioral tests on naïve fish and the results confirm the scientifically based approach to catching fish.

Bio-Pulse products are the culmination of advanced research in the areas of neurobiology, histology, polymer and organic chemistry as well as materials sciences. BioPulse products are not based on marketing gimmicks, and are carefully designed to represent a living food source that is carefully designed to appeal to all species of popular game fish.

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