



Mystic Tackleworks™, Inc. Announces Breakthrough In Taste and Smell 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 significant development in the area of sensory technologies that appeal to chemical sensory systems (taste and smell) of fish. The patented Sci-X Neurological Feeding Stimulant Foam is one part of the BioPulse System which incorporates key natural chemicals that mean food to fish and trigger the reflexive biting response. Mystic Tackleworks, Inc. has designed a totally new Bio Pulse System lure that employs sophisticated technologies. This lure is designed to release neurological feeding stimulants in a controlled manner through a revolutionary new Sci-X Foam containing the most effective chemical compositions known to fish science. For the Sci-X feeding stimulant, fish can detect close to nanomolar (10^{-9} M) (1 part Sci-X to ~10,000,000,000 parts water) amounts in the aqueous environment. When the lure containing Sci-X is bitten, it behaves and functions as if it were a living organism and tastes like food to a fish. More importantly, the neurological threshold for feeding is eclipsed. Once the fish receives a dose of the Sci-X Foam, the fish has no choice but to bite and to hold onto the lure which results in greater rates of success for fishermen of all skill levels.

“The Sci-X Feeding Stimulants are formulated to the unique physiologies of taste and smell receptors in a variety of popular fresh and saltwater gamefish,” said Greg Mitchell, the Founding Chairman and Chief Science Officer of Mystic Tackleworks. “The fishing industry has seen many different lure designs that incorporate scent or other methods to attract predatory fish

to artificial lures. Scented baits sold today contain 'attractants' within their matrices. These products frequently use clever advertising gimmicks and impressive sounding names, but they are not developed or based upon verifiable or peer-reviewed science. These products often contain little that would be effective in stimulating a fish to feed," he said. "You have to start from a biological perspective and determine how the fish is driven to feed."

"Many so called attractant formulas and scented baits often contain non-biologically relevant chemicals that can be aversive, poorly stimulatory chemicals that can compete with effective chemicals for activating the feeding response or have no biological effect at all," explains Dr. John Caprio, a world renowned fish neurobiologist and member of the Mystic Tackleworks Scientific Team. "Binding site competition among effective and weakly activating neuro-stimulants at taste and smell receptors dampens the neurological response of critical sensory neurons involved in triggering a maximal feeding response. This effect would be equivalent to someone taking at the same time two medications which counteract one another".

Mystic Tackleworks is convinced that artificial lures and soft baits fall far short of the performance benefits of live bait. "One of the many difficulties facing the effectiveness of scented baits is the issue of how a small lure releases an appropriate concentration of a chemical attractant required to stimulate fish over time," says Dr. Caprio. The active components contained within the polymer matrix must be at a higher concentration than that found in natural waters. These feeding stimulant based compounds must also be able to be released at high concentration over time--not suddenly dispersed when the lure hits the water.

Another feature is essential. The lure must be able to suddenly release the stimulant based compounds when the fish strikes the lure. Fish locate the lure by input from their sensory systems (vision, hearing, somatosensation, taste and smell). The surge of chemical stimulant that is extruded from the lure once bitten provides the sensory components that tell the fish that the lure IS LIVE PREY...and is not an inert chunk of plastic. The fish is likely to evaluate the lure to be live prey...i.e. the lure looks like live prey!... sounds like live prey!... moves through the water like live prey!... and smells and tastes like live prey! Thus.....the fish is likely to think "WOW... it's DINNER!!!!!!!!!!

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