



Mystic Tackleworks, Inc. announces a Breakthrough
in visual enhancing technologies

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 light based technologies that appeal to visual systems of fish. The significance to what Mystic Tackleworks is undertaking is considerable, said Dr. Craig Hawryshyn, a member of the Mystic Tackleworks Scientific Team. The BioPulse System is designed to elicit a very strong visual response in predatory fish,” he explained.

Many fish species have the ability to see color and have complex color vision systems. They also have very short wavelength photoreceptors that are sensitive to the ultraviolet portion of the spectrum that have been shown to play an important role in feeding.

So, fish are highly visible animals and utilize vision to track their prey. Fish also have a field of view greater than 180 degrees due to a protruding lens. The BioPulse System is designed to appear to the predator fish as a natural source of food.

Mystic Tackleworks has the expertise to measure spectral sensitivity in a broad array of fish species. With this information, Mystic Tackleworks utilizes advances in optical technologies, in addition to surface geometry, to effectively stimulate

specific photoreceptor cells in fish. These technologies allow for both the emission and reflection of specific spectral light and color patterns from the lure.

These unique features enable BioPulse lures to be more easily detected in the water, appealing to a very specific and scientifically determined spectrum that fish recognize as a food source.

The technology behind the visual appeal of BioPulse is carefully calibrated to emit pulses of light in specific patterns. These patterns are aligned so as to be parallel to the surface of the water, and directly in the line of sight of gamefish.

The cone of emission of the light pulses has been adjusted to simulate flashes of light from prey fish so as to appear quite realistic to what a fish normally recognizes in its environment.

The geometric arrangement of how light comes off the body of a potential food source has been carefully considered by the research team and is painstakingly reproduced and integrated into the design of the lure. It's a very sophisticated process, but the lure actually self-adjusts to the conditions in the water and behaves as if light entering the water column were to strike a baitfish.

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 Features a team of internationally recognized scientists, biologists, inventors, and engineers who study the 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.

www.mystictackleworks.com