



**FOR IMMEDIATE RELEASE:**

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**Local Bio-Science Company receives major award.**

**Mystic Tackleworks receives Pitney Bowes Most Promising New Technology Product of the Year Award by the Connecticut Technology Council.**

**The Company was also recognized as one of 100 Technology**

**“Companies to Watch.”**

SEPTEMBER 17, 2008: NORWALK, CT —Mystic Tackleworks, Inc. the Connecticut Company whose neuroscience based BioPulse System has captured the imagination of enthusiastic anglers around the world, received the **Pitney Bowes Most Promising New Technology Product of the Year** award at the second annual Innovation Pipeline Awards and Technology Showcase, in front of over 350 guests at the Dolce Innovation Center.

The revolutionary BioPulse System is an evolution in sportfishing technology, incorporating Sci-X Feeding Stimulants, sound and advanced light emissive technologies, ambient light diffusion features, self-aware light sensors and anti-microbial cleaning solutions. Just a few months ago, the Company walked away with the top prize of Best New Lure at the world’s premiere fishing-tackle trade show--ICAST 2008 in Las Vegas. Additionally, the Company was recognized as one of the nation’s Top 50 Investment Opportunities by The Angel Journal.

The Connecticut Technology Council is the state’s industry association for the technology sector, annually recognizes companies with sales under \$10M, an innovative product and a business model that demonstrates potential for future success.

**Mystic Tackleworks was also recognized as one of 100 technology “companies to watch” for 2008.** Matthew Nemerson, the CTC President and CEO, notes “we look at hundreds of new ideas and start-ups every year and the companies recognized here are the ones we feel are not only the most exciting, but have a real chance to become fast growing new firms.”

Awards are the result of a nomination and judging process that engages dozens of technology leaders from corporations such as Pitney Bowes, GE, UTC and Open Solutions and firms such as law firms Cantor Colburn, LLP, Edwards Angell Palmer and Dodge, LLP and the accounting firm Fiondella, Milone, and Lasaracina.

Timothy Jones, the CEO for Mystic Tackleworks said, “We are thrilled and greatly honored to be recognized for the hard work and successes we’ve achieved during the past year. This will be a great benefit to our business. No other sportfishing or commercial fishing manufacturer offers comparable scientific research and validation in the development of its products,” he said

“These are very exciting times for the Company, explained Gregory J. Mitchell, Mystic’s Founding Chairman and Chief Science Officer. “Our Company is unique in that we understand that fish are designed to respond to specific cues that actually drive their behavior. We exploit the biochemical relationships responsible for this behavior and target these highly interdependent systems. Because the science works in the way that it does, the BioPulse System is the most sought after product in sportfishing,” he explained.

“Mystic Tackleworks is one of the top technology based investment opportunities out there,” said David J. Mapley, an international investor and founding member of Nakata Capital Advisors, who is responsible for the firm’s investments. “Mystic Tackleworks is poised to become a leader and innovator in the competitive sportfishing marketplace. Mystic has the capability to develop products that Nakata Capital believes will revolutionize sportfishing. We are pleased to have the opportunity to pursue this investment through Nakata’s Private Equity Investment Division, in order to help Mystic Tackleworks to best capitalize on its substantial growth potential,” he said.

[www.mystictackleworks.com](http://www.mystictackleworks.com)

#### **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 biologists and engineers. Mystic Tackleworks understands that there is a direct link between neurobiology and behavior in fish. Mystic’s Bio Pulse products are designed to best activate those neurological receptors that drive fish to bite and snap and 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. Mystic Tackleworks Bio-Pulse products are the culmination of advanced research in the areas of neurobiology, electrophysiology, polymer chemistry and materials sciences. Bio Pulse products are not based on marketing gimmicks, and are carefully designed to represent a living food source for all species of popular game fish.

**About The Connecticut Technology Council**

The Connecticut Technology Council is the State's industry association for the technology sector. The Mission of the Connecticut Technology Council is to improve economic growth and a high quality of life for Connecticut by promoting a culture of innovation of community leaders in business and government. The goal of the Connecticut Technology Council is to build a statewide network of innovators and entrepreneurs to educate and influence elected officials and policy leaders about the critical importance of technology innovation and growth in Connecticut.

**About the Innovation Pipeline Accelerator**

The IPA is for all CT companies with sales under \$10 million, an innovative product and a scalable business model. Once accepted into the Innovation Pipeline Accelerator, all candidates are provided with: access to an interactive website that enables them to request services, communicate with an entrepreneurial community and track their progress; a secure corporate intranet for their exclusive use; connections with mentors and advisors with the intent of improving and accelerating the growth and success of these companies; and listing in a searchable public database that will be accessible to anyone looking for products or services from CT based companies.

Companies may remain in the program as long as the program adds value to their business and the company continues down the path towards success. Some of the more advanced IPA companies will be selected to receive extra assistance in the FastTrack Program that provides more personalized services.