

2010

★ **ST. CROIX ROD** ★  
P R E S S   R E L E A S E

**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

CONTACT: JEFF SCHLUTER  
VP SALES & MARKETING  
1-800-826-7042  
JEFFS@STCROIXRODS.COM

**ST. CROIX'S LEGEND ELITE® SALMON & STEELHEAD RODS  
ARE LIGHT, SENSITIVE AND SUPER-STRONG**

**Park Falls, WI** – St. Croix®'s top-of-the-line Legend Elite® salmon & steelhead casting and spinning rods employ the most advanced engineering and graphite obtainable to deliver the ultimate in lightweight, ultra-sensitive, super-strong performance. With 19 models available for the most popular salmon and steelhead techniques, the new series represents the current state-of-the-art in rod design and manufacturing.

St. Croix's proprietary Integrated Poly Curve® (IPC®) tooling technology allows our rod designers to create continuous curve tapers, avoiding the inherently weak spots found at the junction points of traditional straight-line compound tapered blanks. The result is a lighter, stronger, more sensitive blank that smoothly stores and releases energy as the rod is loaded and unloaded.

Each Legend Elite features SC<sup>v</sup> graphite, St. Croix's advanced, high-modulus, high-strain graphite with a carbon-matte scrim for maximum weight reduction and increased sensitivity.

St. Croix then uses their proprietary Advanced Reinforcing Technology™ (ART™), an internal reinforcing layer of carbon fibers, to further strengthen and improve hoop strength in the lower sections of the blanks. This technology allows for a thinner overall blank diameter and increased durability while maintaining the strength needed for the longest casts or to fight the most powerful fish. ART is also used in the construction of St. Croix's low profile ferrules, which are stronger and lighter weight than standard ferrules. The overall result is a lighter, stronger blank that transfers energy from the butt to tip more smoothly than traditional blanks, for longer more effortless casts – and incredible sensitivity.

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Finally, Legend Elite salmon and steelhead rods are outfitted with the finest components, including Fuji® SiC Concept Guide System with titanium-coated frames, Fuji® VSS (spinning) and ACS (casting) reel seats with frosted silver hoods, a machined aluminum wind check and super-grade specie cork grips. The wraps are protected by two coats of Flex Coat® slow-cure finish.

Legend Elite salmon and steelhead rods are protected by a lifetime limited warranty backed by St. Croix Superstar Service. They're all handcrafted in the U.S.A. with retail prices ranging from \$370 to \$400.

#### About St. Croix Rod

St. Croix Rod is a family-owned manufacturer of high-performance graphite and fiberglass fishing rods headquartered in Park Falls, Wisconsin. The company offers a complete line of premium, American-made fly, spinning and casting rods under their Legend Elite®, Legend Ultra®, Legend Tournament®, Avid Series®, Premier®, Wild River®, Tidemaster® and other trademarks through a global distribution network of full-service fishing tackle dealers. The company's mid-priced Triumph®, Mojo Bass and Surf, Imperial® and St. Croix Rio Santo rods are designed and engineered in Park Falls, Wisconsin and built in a new, state-of-the-art manufacturing facility in Fresnillo, Mexico. Founded in 1948 to manufacture jointed bamboo fishing poles for a Minneapolis hardware store chain, St. Croix has grown to become the largest manufacturer of fishing rods in North America.

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**ST. CROIX® ADDS 5 NEW AVID SERIES® SALMON &  
STEELHEAD RODS**

**Park Falls, WI** – St. Croix® has added five new models to their popular line of Avid Series® salmon and steelhead rods.

- 10' 6" Noodle Rod: Rated for 2 – 6 lb. test line. Model AVS106ULS2
- 11' Float Rod: Designed specifically for float fishing. Model AVS110LM2
- 13' and 15' Center Pin Rods: Developed for the increasingly popular center pin reels.  
Models AVS130MLM2 & AVS150MLM3
- 10' 6" Salmon casting rod for fishing herring. Model AVC106HM2

The Avid salmon and steelhead series now includes 37 models to meet the needs of the most demanding salmon/steelhead angler. Avids are built on high-modulus SC<sup>m</sup> graphite blanks featuring Integrated Poly Curve® (IPC®) tooling technology for exceptional sensitivity, strength and durability. Most also feature the Fuji® Alconite® Concept Guide System with black frames, Fuji® reel seats with gun smoke hoods, and select-grade cork handles. The new Center Pin and Float models feature Fuji Alconite match guides and 20" cork handles with graphite rings.

Every Avid salmon and steelhead rod is protected by a lifetime limited warranty backed by St. Croix Superstar Service. They're all handcrafted in the U.S.A. with retail prices ranging from \$220 to \$300.

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**ST. CROIX'S AVID PEARL RODS ARE DESIGNED FOR  
SERIOUS FEMALE ANGLERS**

**Park Falls, WI** – St. Croix®'s new Avid Pearl series of casting and spinning rods are designed for serious female anglers. They're premium-quality, advanced-performance rods featuring grips designed to fit a woman's smaller hand, decorative pearlescent abalone reel seat inserts and an attractive and durable "Fucia Metallic" finish. With 10 technique- and species-specific actions designed for bass, walleye or panfish, Avid Pearl rods are built on premium high-modulus SC<sup>III</sup> graphite blanks engineered with Integrated Poly Curve® (IPC®) tooling technology for incredibly lightweight sensitivity – and extreme strength and durability.

Slim-profile ferrules (on two-piece rods) and Alps™ zirconium guides featuring 316 stainless-steel frames help the Avid Pearl rods perform as well as they look. Premium Fuji® reels seats, split-grip handles with select-grade cork and two coats of Flex Coat® slow-cure finish on the wraps round out the most advanced rod series ever developed for women who take their tackle as seriously as their fishing.

Every Avid Pearl rod is protected by a lifetime limited warranty backed by St. Croix Superstar Service. They're all handcrafted in the U.S.A. with retail prices ranging from \$160 to \$190

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## ST. CROIX® ADDS TWO NEW MOJO BASS MODELS

**Park Falls, WI** – St. Croix®'s hot new Mojo Bass rod series just grew to 14 different technique-specific models with the addition of a 6' 8" medium power, extra-fast action casting rod (MBC68MXF) for top water baits and a 7' medium-heavy power, fast action spinning rod (MBS70MHF) appropriately labeled the "Power Spin".

Built from premium-quality SC<sup>II</sup> graphite with a hot "Black Cherry Metallic" finish, and outfitted with Batson Forecast hard aluminum-oxide guides with double-plated black chrome frames, the Mojo Bass will turn as many heads as they do fish. With Fuji® ECS reel seats and a black hood on casting models and Fuji® DPS reel seats with black hoods on spinning models, they feature contemporary split-grip handles with premium-quality cork, so the St. Croix Mojo's look as great as they cast. Finished with two coats of Flex Coat® slow-cure finish, and handcrafted in St. Croix's new manufacturing facility in Fresnillo, Mexico, the Mojo Bass rods are covered by a 5-year warranty backed by St. Croix Superstar Service. Retail prices range from \$100-\$130.

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**ST. CROIX'S MOJO SURF RODS DELIVER HIGH  
PERFORMANCE AT AN AFFORDABLE PRICE**

**Park Falls, WI** – St. Croix®'s new Mojo Surf series are high-performance rods that sell for surprisingly affordable prices. Designed and built for hard-core surf anglers who fish in the most extreme conditions, the Mojo Surf rods deliver rugged durability and strength with the latest features and components.

They're built from premium-quality SC<sup>II</sup> graphite with a hot "Black Cherry Metallic" finish, and outfitted with special, weight-saving surf guides featuring zirconium rings for greater casting distances and sloped frames to reduce line tangling. With Fuji® DPS reel seats and black hoods matched to a custom "X-Wrap" handle for comfort, durability and style, the new Mojo Surf rods look as great as they cast. Finished with two coats of Flex Coat® slow-cure finish, and handcrafted in Mexico at St. Croix's new manufacturing facility in Fresnillo, the Mojo Surf rods are covered by a 5-year warranty backed by St. Croix Superstar Service. Retail prices range from \$140 - \$280.

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**ST. CROIX® ADDS THREE 10-FOOT MODELS TO  
IMPERIAL® FLY ROD SERIES**

**Park Falls, WI** – St. Croix® has introduced three 10-foot fast-action fly rods rated for 6, 7 and 8 weight lines to their popular Imperial® series for 2010. Designed for float tubing, deep water wading, and extreme distance line control, the new rods come in four pieces for easy transport and storage.

Imperial 10-foot fly rods are built with a dynamic blend of high-modulus/high strain SC<sup>IV</sup> graphite and premium-quality SC<sup>II</sup> graphite for lightweight, smooth performance. Finished in a distinctive “Gloss Burgundy”, each is outfitted with aluminum-oxide stripper guides with black frames, hard chrome-plated snake guides, uplocking, machined-aluminum reel seats, premium-grade cork handles and two coats of Flex Coat® slow-cure finish for the ultimate in thread protection.

Convenient alignment dots make assembly quick and easy. Each rod comes with a rugged case with carrying handle and divided polypropylene liner. Imperials are protected with a lifetime limited warranty backed by St. Croix Superstar Service. Handcrafted in Mexico at St. Croix’s new manufacturing facility in Fresnillo, with retail prices ranging from \$200 to \$210.

More...



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**ST. CROIX® ADDS FOUR SWITCH RODS TO  
IMPERIAL® FLY SERIES**

**Park Falls, WI** – St. Croix® has introduced four 11-foot switch rods to their popular line of Imperial® fly rods for 2010. Designed for either single or two-handed casting, the new models feature fast-action, 4-piece blanks and cover 5, 6, 7 and 8 weight lines.

Imperial switch rods are built with a dynamic blend of high-modulus/high strain SC<sup>IV</sup> graphite and premium-quality SC<sup>II</sup> graphite for lightweight, smooth performance. Finished in a distinctive “Gloss Burgundy”, each is outfitted with aluminum-oxide stripper guides with black frames, hard chrome-plated snake guides, uplocking, machined-aluminum reel seats, premium-grade cork handles and two coats of Flex Coat® slow-cure finish for the ultimate in thread protection.

Convenient alignment dots make assembly quick and easy. Each rod comes with a rugged case with carrying handle and divided polypropylene liner. Imperials are protected with a lifetime limited warranty backed by St. Croix Superstar Service. Handcrafted in Mexico at St. Croix’s new manufacturing facility in Fresnillo, with retail prices ranging from \$240 to \$250.

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**ST. CROIX'S RIO SANTO FLY RODS DELIVER  
PERFORMANCE AND VALUE**

**Park Falls, WI** – Beginning and intermediate fly anglers now have an alternative to imports from Asia: the all-new St. Croix® Rio Santo. Designed and engineered in Park Falls, and handcrafted in St. Croix's new manufacturing facility in Fresnillo, Mexico, the Rio Santo delivers all the quality and casting performance you'd expect from a St. Croix, at very affordable retail prices.

Built from premium-quality SC<sup>II</sup> graphite with smooth moderate-fast actions, the new St. Croix Rio Santos are easy to cast, yet so versatile that you'll never outgrow them. Quality components like aluminum-oxide stripper guides, stainless-steel snake guides, uplocking aluminum reels seats and a premium-grade cork handle perform as well as they look. Two-coats of Flex Coat® slow-cure finish protect the guide wraps – and a quality cloth sack protects the rod during travel or storage. And, every St. Croix Rio Santo is also protected by a 5-year warranty backed by St. Croix Superstar Service. Retail prices range from \$100 to \$130.

The Rio Santo rods are also available in ready-to-fish outfits featuring a St. Croix die-cast aluminum fly reel with an adjustable disc drag pre-installed with a weight-forward floating fly line, 20-pound test backing, and tapered nylon leader. Outfits are equipped with a deluxe rod & reel case with a carrying handle and a divided polypropylene liner for the ultimate in protection and convenience. Retail prices for kits range from \$200 to \$210.

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