

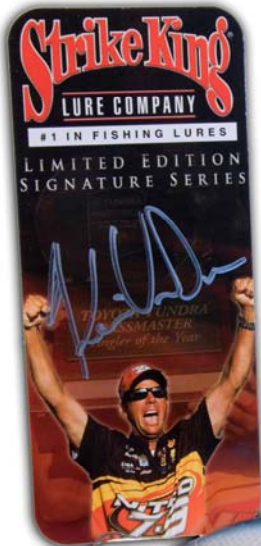


Kevin VanDam Signature Series Sexy Shad Crankbait on sale exclusively at BassMaster's Classic

For Immediate Release:

Collierville, TN – Available exclusively at the 2009 BassMasters Classic, Strike King will be offering a limited edition Kevin VanDam Signature Series Sexy Shad crankbait. The Series 5 Sexy Shad crankbait which KVD helped design. Since its introduction in 2007, The Sexy Shad Series 5 Crank has helped him win numerous Elite Series events as well as the 2008 BASS Angler of the Year award. The Limited Edition crank will come packaged in a re-sealable clamshell package complete with limited edition graphics that have personally been autographed by the 4 time Angler of the Year himself! “This is an awesome deal for the fans and I am really excited about it.” VanDam says.

With a limited number available for purchase, fans can buy them at several select on-site retailers during the Classic Expo in Shreveport. You can find them by looking for the life sized stand-up cutout of KVD and get yours starting Friday Feb 20th through the 22nd.



For more information feel free to contact:
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