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**For Immediate Release:**

**Naked Bait Co. and TigeRodz Team Up**

Naked Bait Co. and TigeRodz, a custom rod building company, have partnered up to release the Naked Bait Co. Signature Series rod line. In all, three different models will be available starting in December. "TigeRodz are going to become one of the "Big Cats" in the high quality, custom built rod market," Blake Muhlenbruck, President and CEO of Naked Bait Co Inc. expressed.

One of the most recognizable features of these rods is a lure representing the specific technique, easing identification while on the water. "The General" designed by Blake Muhlenbruck is a super light weight rod. Anglers searching for a rod to handle every kind of lure they may use in a day's fishing will find this to be their favorite rod. The General comes in 7-foot, medium-heavy with a fast action blank and a split grip handle. The Signature Series "Jig Rod" was designed by Naked Bait Co. Pro Staffer Frank Villa, a tournament angler and competitor on the BASSMASTER Open Trail. This 7-foot heavy action, split grip, fast tip, and extreme lightweight rod allows angler to pitch a jig all day long without the fatigue factor. The third rod in the line up is the Brad Wiegmann "Wake Bait Rod". Wiegmann is well-known for his wake bait fishing skills and has been featured in many articles on this technique. This 6' 11" medium-heavy action, fast tip rod was designed for the perfect wake bait presentation. An 8-inch grip and 2-inch fore-grip was designed to reduce weight and potential tangling with rain jackets or coats. All three rods come standard with the Naked Bait Co. custom thread design, logo and Pro Signature along with REC Recoil guides and Fuji reel seats. Tim Knox, owner of TigeRodz, has been in the business of building custom rods for years. Knox has built numerous rods for professional anglers down to the weekend angler. "Each and every rod is built to the exact specification, all by hand, to make each one have the look and feel that only a custom built rod has," explained Knox.

"It has been an incredible opportunity to work this closely with TigeRodz." Muhlenbruck continued, "We also have thrown in a bonus! Vouchers will be issued for a free Naked Bait Co. Skirt Expander for every Signature Series Rod sold." The Naked Bait Co. Signature Series will be available exclusively at [www.tigerodz.com](http://www.tigerodz.com) or [www.nakedbaitco.com](http://www.nakedbaitco.com).

Not only will TigeRodz be joining forces with Naked Bait Co. but they will also be a featured company in the popular fishing tackle website [www.garageunderground.com](http://www.garageunderground.com). Garage Underground is renowned for spot lighting smaller companies that are becoming a force in the tackle industry. It's a dog eat dog world out there, but TigeRodz are looking to become a big cat when it comes to custom built fishing rods.

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