

JOHNSON

NEW 2015

FOR IMMEDIATE RELEASE

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JOHNSON CRAPPIE BUSTER Full Line of Baits Designed for Crappie Anglers

Designed to put more slabs in the boat, Johnson™ Crappie Buster baits come in six unique offerings suited for catching crappie across the country in the variety of waters these fish call home.

Crappie Buster Tubes

Featuring shorter heads and longer, super-thin tentacles, Johnson Crappie Buster Tubes offer 20 percent more swim action. The hollow bodies are ideal for pairing with Johnson's Crappie Buster Shad Scales for added attraction. Available in 24 color combinations, Crappie Buster Tubes have an MSRP of \$1.99 for a package of twelve.

Crappie Buster Shad Tubes

Crappie Buster Shad Tubes emulate shad, top prey crappie target. The solid construction of the head on a Johnson Crappie Buster Shad Tube stays firmly in place on a jighead or tube jig while the hollow body can easily be combined with Shad Scales for increased attraction. Thin tentacles give the soft bait a lifelike swimming action and appearance in the water; 12 different color combinations let anglers match the hatch. Shad Tubes have an MSRP of \$1.99 for a package of eight.

Crappie Buster Shad Scales

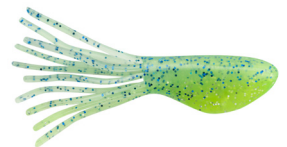
Mimicking a feeding frenzy is made easier with Crappie Buster Shad Scales, a shad-flavored, gel attractant perfect for filling hollow tube baits. These scented, reflective micro scales mimic descaling prey and draw the attention of shad predators. Each container holds enough for 150 to 200 applications that will stay on/in a tube for 15 to 30 minutes. Available in eight colors, Shad Scales have an MSRP of \$3.99.

Crappie Buster Shad Tails

Shad Tails combine a shad shape with a single straight, finesse-style tail that is ideal for attracting crappie. Shad Tails are the only hollow straight tail plastic on the market today. The thin, straight tail quivers with the slightest rod tip movement and the solid head design allows bait to stay firmly on the jig. Available in 12 crappie-busting colors, Shad Tails have an MSRP of \$1.99 and come in packages of twelve.

Crappie Buster Shad Crank

These pint-sized cranks can be fished in any conditions. Each shad-shaped imitator comes in 2 1/8-inch and 2.5-inch sizes. Shad Cranks feature red hooks, high pitched rattles and 10 crappie-attracting colors. Shad Crank models run from 6 to 8 feet (2 1/8-inch models) and 10 to 12 feet deep (2.5-inch models). The Shad Crank has an MSRP of \$3.99.



-more-

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JOHNSON CRAPPIE BUSTER

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Crappie Buster Spin' R Grubs

With an Indiana blade attached to a ball bearing swivel, the Spin' R Grub comes in 1/32-, 1/16-, and 1/8-ounce sizes. The keeled head of the Spin' R Grub allows the Johnson Beetle Grubs to swim at any retrieval speed. Available in eight colors, the Spin' R Grub has an MSRP of \$1.99.



JOHNSON Crappie Buster Tubes

NEW 2015

Super thin tentacles offer lifelike swim action and appearance in the water

Shorter head and longer tentacles designed to increase action by 20%

Hollow bodies ideal for injecting Johnson Crappie Buster Shad Scales for added attraction

FEATURES

SIZE: 1 3/4 IN / 4 CM

Crappie Buster Tubes resemble small minnows and are ideal soft plastics for all crappie fishing techniques; slow trolling (spider rigging), single pole jigging, and even long line trolling!

JOHNSON Crappie Buster Shad Tails

NEW 2015

Hollow bodies ideal for injecting Johnson Crappie Buster Shad Scales for added attraction

Thin straight tail quivers with the slightest rod tip movement

Solid head design allows bait to stay firmly in place on a jighead or tube jig

FEATURES

SIZE: 2 IN / 5 CM

Crappie Buster Shad Tails combines a shad shape with a straight finesse, single tail and are ideal for all crappie fishing techniques; slow trolling (spider rigging), single pole jigging, and even long line trolling!

JOHNSON Crappie Buster Shad Tubes

NEW 2015

Thin tentacles offer lifelike swim action and appearance in the water

Solid head design allows bait to stay firmly in place on a jighead or tube jig

Hollow bodies ideal for injecting Johnson Crappie Buster Shad Scales for added attraction

FEATURE

SIZE: 2 IN / 5 CM

Crappie Buster Shad Tubes resemble shad forage and ideal for all crappie fishing techniques; slow trolling (spider rigging), single pole jigging, and even long line trolling!

JOHNSON Crappie Buster Shad Crank

NEW 2015

Shad shape emulates top prey for crappie

Higher pitched rattles attract crappie from far away

Red hooks are key visual attractors for crappie

FEATURES

AVAILABLE IN 2 SIZES: 2 1/8 IN / 5.4 CM - 3/8 oz / 10.5 G
2 1/2 IN / 6.4 CM - 1/4 oz / 7 G

JOHNSON Crappie Buster Shad Scales

Crappie Buster Shad Scales is a gel attractant ideal for filling tube jigs. Loaded with reflective "scales" and a shad scent, Shad Scales offers a visual and odor trail designed to attract crappie!

FEATURES

- Reflective micro "scales" are visually appealing and mimic descaling prey
- Shad flavor emulates real shad, top prey for crappie
- Enough attractant in each tube for ~150 applications and will stay on/in a tube 15-30 minutes

JOHNSON Crappie Buster Spin' R Grubs

"Keeled" head allows the bait to swim at wide range from slow retrieve to fast troll

Grub tail action ideal for attracting crappie in all water conditions

Indiana blade attached to ball bearing swivel adds both vibration and flash

FEATURES

SIZES: 1/32 oz, 1/16 oz, 1/8 oz

Crappie Buster Spin' R Grubs are all about action whether the whipping tail of the grub or the vibratory spin of the blade. Spin' R Grubs can be used for all crappie fishing techniques; slow trolling (spider rigging), cast and retrieve, and even long line trolling!