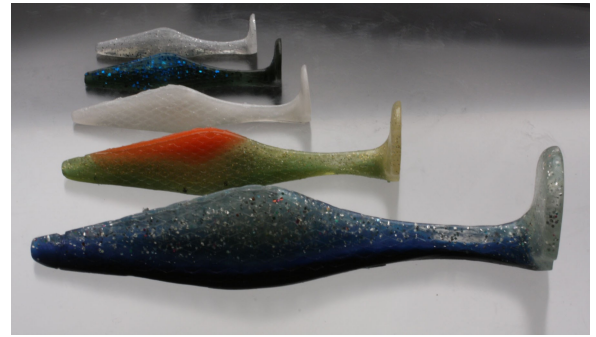




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## Optimum Baits



TEMECULA, California –Optimum Bait Company’s Double Diamond Swimmer has emerged as one of the most innovative swimbaits on the market today. In its brief two year history anglers have made this 3 Dimensional design, diamond shaped swimmer one of the most sought after swimbaits available, as a stand alone swim bait or especially for use as a trailer with swim jigs. Elite Series pro Bill Lowen, an ultra shallow water specialist, called it the best swim jig trailer he’s ever seen. The unique action is derived from the fact that each portion of the lure contributes something – the offset diamond body causes it to zig-zag, the body rolls and the tail kicks like an angry mule.

According to Optimum Bait CEO Matt Paino, “The Double Diamond is truly a shining jewel among swim jig trailers”.

Working with BASS Elite anglers Mark Tyler and Bill Lowen, Optimum is working hard to match the hatch by adding two new Double Diamond sizes, the 2.5inch Micro Diamond and 3.25 inch Jr. Diamond. “Along with 3.75 inch, 5.25 inch and 7 inch, these new sizes include most sizes in a baitfish’s life cycle”, stated Paino. In addition to the new sizes, Optimum hereby also introduces 12 new colors, meant to “match the hatch” in highly specialized situations. For 2010 we’ve added Green Pumpkin, Green Pumpkin Red, Watermelon Candy, Peanut Butter and Jelly, Green Pumpkin Chartreuse, Tomato Pepper, Junebug, Camo, Okeechobee Craw, Tilapia, Blueback Herring and Sweet Tooth.

Optimum recommends combining their trailers with the ultimate tungsten heads from Zappu. Both the PD Chopper and Mustang heads with the Double Diamonds are jewels of a combo.

“Swim jigs and trailers are gaining popularity among anglers worldwide so we have added our own Double Diamond Head Swim Jig in three sizes to compliment the mix”, added Paino.

Optimum Bait Company will be offering these new swim jigs in combo packages, perfectly matching the head with the appropriate trailer. The Micro Diamond will be paired with a 1/8oz head/size 1 Owner hook. The Jr. Diamond is teamed with a 3/8oz/size 1/0 Mustad Ultra Point and the 3DD is matched with a 1/2oz head/size 2/0 Mustad Ultra Point. All three heads have duel rigging options of open hook or weedless.

“Our goal is to introduce this exciting technique to as many anglers ( from novice to expert) as possible in an affordable (MSRP \$7.99) and convenient value added package”, concluded Paino.

ABOUT OPTIMUM BAIT COMPANY: Optimum Bait Company has been the leader in swimbait design since 1996. Optimum was the first company to release a swimbait with an internal weight in the head, but that is only one of their many innovations. Using CAD machinery, the company has branched out not only within the swimbait market, but also into other genres – one such development was Furbit the Frog and the Poppin’ Furbit, which were chosen as the best new soft lure by the American Sportfishing Association at ICAST in 2006. While Optimum is based in Southern California, where swimbaits got their start, the lures have gained a strong foothold throughout the US as well as in overseas markets.



For more information about Optimum Bait Company, go to  
[www.optimumbaits.com](http://www.optimumbaits.com)