

B l a c k S a l t y B a i t f i s h T H E U L T I M A T E L I V E B A I T

Why? Because Black Salty baitfish are:

PROVEN EFFECTIVE: Black Salty baitfish have been extensively field-tested and proven to consistently outperform native live bait in both freshwater and saltwater. *Nothing* catches more fish, more readily, in more situations.

SCIENTIFICALLY DEVELOPED: The Black Salty is the country's only scientifically developed, registered and patented live bait.

ALWAYS AVAILABLE: Can be purchased 12 months a year.

SUPER-CONVENIENT: Black Salty baitfish can be shipped directly to the consumer or marina/bait camp via Federal Express overnight delivery. (Call **1-877-GO-SALTY** for delivery schedule.)

TIME AND WORK SAVERS: No more getting up extra-early and working hard to catch your own bait bait that may not even be there. *How much is your time worth?*

VIGOROUS: In waters fresh and salt, Black Salty baitfish are livelier on the hook than anything else on the market.

COST-EFFECTIVE: With Black Salty baitfish, there *s no waste*. Take home unused bait and store it in an aerated freshwater well.

EXTREMELY HARDY: Black Salty baitfish can be stored in aerated and clean freshwater wells for months at a time.

ENVIRONMENTALLY FRIENDLY: Pond-raised by I.F. Anderson Farms in Lonoke, Arkansas, Black Salty baitfish are not harvested from our fragile bays, estuaries and lakes.

See the whole story, plus photos and more, at **www.blacksalty.com**