



FOR IMMEDIATE RELEASE
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PRESS RELEASE

TACKOBOX's POLETAP SMARTROD®, the world's first fishing rod with built-in strike alert technology, is now available in select Walmart stores nationwide. The POLETAP SMARTROD® will reach an expanded network of fishing enthusiasts in over 500 Walmart stores across the country.

The POLETAP SMARTROD® receives high marks from the following:

- R.R. Shumway aka Catdaddy the Kansas Catman, *Master angler and guide*
- Ronnie Garrison, *Author of the Everything Fishing Book*
- Bob Ellsberg, *Avid fisherman, author and writer for RV Life*
- Various magazines and websites which includes: *Fishhound, Crappie.com, Outdoor Hub, Angling International, Sea Magazine, Northwest Yachting Magazine, Popular Science, and In-Fisherman*

TACKOBOX is excited about being able to reach fishermen throughout the United States with Walmart's great network. Our presence in Walmart stores marks a "world's first," with the arrival of patented technology built into the fishing rod at an affordable price. TACKOBOX has been in the business of fish bite detection since 2005. Our computer controlled accelerometer technology was developed with ample testing before release to ensure that it would be easy to use, reliable, and affordable, along with great rod strength and action.

When bank fishing, drift fishing, night fishing or fishing with multiple rods; the POLETAP SMARTROD® offers features never before available. The fishing rod is great for the recreational, beginner, or avid fisherman. It is also an excellent gift for that someone who has everything and at \$39.44 it is a great deal!

HOW IT WORKS

1. Simply cast your rod.
2. Position rod or put in a rod holder.
3. Push button to turn on
4. Wait for a fish to strike

It's that simple.....You can easily choose how sensitive the alarm is by selecting the High, Med or Low setting for bank fishing, drift fishing or waves and wind but there is no incorrect way to use it. The rod can also be used as all typical fishing rods in the off position.

PRODUCT FEATURES

- Water Resistant Design
- Adjustable Sensitivity
- Hi-Med-Low Digital Readout
- (2) Long-Life CR2032 Batteries installed
- (4) Red High-Output LED Alerts
- Optional Light and Sound or Light Only Alert
- Stainless Steel Guides
- Fiberglass Rod for Strength

The POLETAP SMARTROD® is the perfect gift for 2015! Visit www.tackobox.com for more details.