




# Exhibit B

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**Brand** ▾  
 STEELSHAD  
 SteelShad

**MINI SERIES**  
**SteelShad Mini Series Lipless Crankbait - 1/4 oz - Silver - 2 Pack** **\$9.99**

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★★★★★  
- PERFORMANCE & VERSATILITY - This high performance lipless crankbait lure is specifically designed for great throbbing action and triggering strikes from crappie, bass, walleye, trout, musky.



**SteelShad Original Lipless Crankbait - 3/8 oz - White Shad - 3 Pack** **\$19.95**

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Free delivery


★★★★★ 1  
- THE PERFECT GIFT - Available in 10 colors the Original SteelShad blade bait bass lure makes the perfect gift for both beginner and experienced anglers.  
- BETTER CASTING - Our stainless steel



**SteelShad Original Long Casting Lipless Crankbait - 3/8 oz - Fresh & Salt Water Fishing** **\$7.49**

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★★★★★  
- PERFORMANCE & VERSATILITY - This high performance lipless crankbait lure is specifically designed for great throbbing action and triggering strikes from crappie, bass, walleye, trout, musky.



**SteelShad XL Long Casting Lipless Crankbait - 3/4 oz - Fresh & Salt Water Fishing** **\$9.99**

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★★★★★  
- THE PERFECT GIFT - Available in 10 colors the SteelShad XL blade bait fishing lure makes the perfect gift for both beginner and experienced anglers.  
- ALL FISH, ALL DEPTHS - The most



**SteelShad Heavy - 1/2 oz - Silver - Long Casting Lipless Crankbait, Perfect for Bass, Walleye, Pike, Trout, Salmo ...** **\$7.99**

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- PERFORMANCE & VERSATILITY - This high performance lipless crankbait lure is specifically designed for great throbbing action and triggering strikes from crappie, bass, walleye, trout, musky.



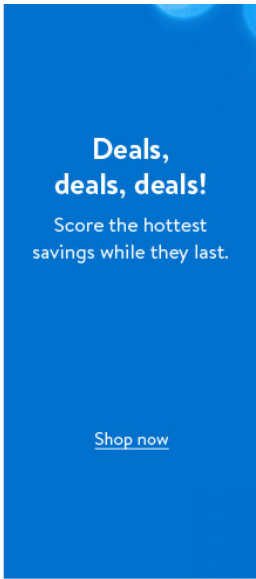
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- Stainless Steel Body and VMC Coated Hooks for Saltwater or Freshwater!

SteelShad Elite Long Casting Lipless Crankbait - 3/8 oz - Lead-Free - Freshwater Fishing



THE PERFECT GIFT - Available in 5 colors the SteelShad Elite Series Lead-Free blade bait fishing lure makes the perfect gift for both beginner and experienced anglers.
- PERFORMANCE &



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SteelShad XXL Long Casting Lipless Crankbait - 2 oz - Fresh & Salt Water Fishing - Silver



PERFORMANCE & VERSATILITY - This high performance lipless crankbait lure is specifically designed for great throbbing action and triggering strikes from musky, salmon, redfish, tuna and striper.

\$10.99
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Free delivery

SteelShad Spinnerbait Lure Kit



SteelShad Spinnerbait Lure KitFeatures:
- Kit Includes: 6 SteelShad Willow Bladed Spinnerbaits in 3 Vibrant Colors
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PERFORMANCE & VERSATILITY - This high performance lipless crankbait lure is specifically designed for great throbbing action and triggering strikes from musky, salmon, redfish, tuna and striper.

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- ★★★★☆ & Up
- ★★★★☆ & Up
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SteelShad

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prime



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★★★★☆ 9  
prime



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SteelShad - Heavy Series 1/2 oz. Bass Fishing Lures - Lipless Crankbait for Freshwater Fishing -  
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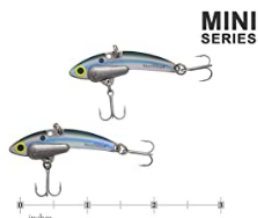
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Perfect for Bass, Pike, Musky, Walleye, Trout, Salmon and Striper  
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Perfect for Smallmouth & Largemouth Bass, Walleye, Pike & Trout - Heavy Series

★★★★★ ~ 1

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SteelShad - Lipless Crankbait for Freshwater & Saltwater Fishing - Long Casting Bass Lure Perfect for Bass, Pike, Musky, Walleye, Trout, Salmon and Striper - 3 Pack

★★★★☆ ~ 28

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★★★★★ (1)

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- Stainless steel body with molded lead weight
- VMC PermaSteel hooks

Item: IK-149369

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SteelShad Mini Blade  
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★★★★★

\$8.99



SteelShad Original Blade Bait

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\$1.79



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\$4.49



Mad River Steelhead Worms

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\$4.49



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★★★★★

\$42.99



Eagle Claw Balsa Steelhead Floats

★★★★★

\$2.49



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Eagle Claw Clear Steelhead Floats



\$2.49



Berkley Powerbait Floating Steelhead Worm



\$4.49



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\$5.99



Daiichi 1520 Steelhead Egg Hooks



\$4.79



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\$64.99



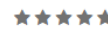
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\$27.99



Okuma Connoisseur Salmon & Steelhead Casting Rod



\$44.99



Okuma Connoisseur Salmon & Steelhead Spinning Rod



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\$4.49



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Fenwick Eagle Salmon & Steelhead Mooching Rod



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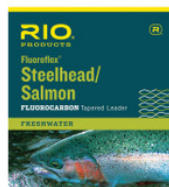
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Berkley PowerBait Trout/Steelhead Egg Clusters



\$4.29





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### THE ORIGINAL STEEL SHAD

Steel Shad

**\$6<sup>99</sup>**

Color

Gold

Quantity

- 1 +

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Only 4 left!

The **SteelShad fishing lure** is the most versatile lure on the market today. This dynamic blade imitates dying bait fish by swimming on either of its sides, on the surface, deep down or under weed and grass lines. No other blade can duplicate the intense vibration actions. Fish it in 6" or 60" of water for anything that swims!

Generate more strikes, catch you prizes in fresh and salt water including, but not limited to: Lake Trout, Walleye, Redfish, Cat Fish, Musky, Bream, Lady Fish, Smallmouth Bass, Largemouth Bass, Speckled Trout, Stripers, Snook, Snapper, Flounder...

Weight : 3/8 Oz

Size: 2 3/4" Long

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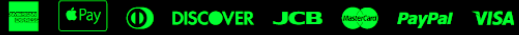
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## STEEL SHAD

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Steel Shad Bass Fishing Lures are the most versatile blade baits you will find. This distinctive lure will generate more strikes and lands anything that swims in a variety of situations.

**SIZE**

**COLOR**  [x Clear](#)

\$7.49

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### Description



Steel Shad Bass Fishing Lures are the most versatile blade baits you will find. This distinctive lure will generate more strikes and lands anything that swims in a variety of situations.

**Just like Crank Baits:**

- Just as you would throw Crank Baits, Cast the Steel Shad out and retrieve it back in.
- Stagger your retrieve as you would on a lipless Crank Baits or as we call it the yo yo retrieve.



### Jig Fishing

- Cast it out over flats and let it fall to the bottom and work it along the bottom by picking it up with the rod tip and letting it fall on slack line. Watch your line as sometimes as the Steel Shad Bass Fishing Lures are falling they will suck it up and start to take off with it.

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Silver



\$9.99

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Silver



\$10.99

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Steel Shad Heavy Series

The SteelShad® Heavy Series 1/2 oz. blade bait is 2 1/4 inches long, made from durable stainless steel with a molded lead weight, and features two #8 VMC Black Nickle hooks and line clip.

Our Price: \$6.49



Steel Shad Elite Series

SteelShad Elite - 3/8 oz - (Lead Free) The SteelShad® Elite Series 3/8 oz. lead free blade bait is 2 3/4 inches long, made from durable stainless steel with a molded tin weight, and features two #8 VMC Black Nickle hooks and a line clip.

Our Price: \$7.49



Steel Shad Original Series

The SteelShad Original Blade Bait has distinctive, timeless construction. This bait has been popularized by over a decade of success in smashing freshwater largemouth and smallmouth bass. The SteelShad Original Blade Bait is constructed of durable, malleable 440 grade stainless steel--don't switch baits, just bend this blade bait to alter to your changing target depths.

Our Price: \$7.49



Steel Shad XL Series

SteelShad XL silver 3/4 oz. baitfish chrome blade bait. 440 grade stainless steel, razor sharp #4 hooks coated for fresh and salt water, 3.75 inches long.

Following the footsteps of its shorter, lighter bass catching brother, the SteelShad XL delivers all the attraction of the original- and more! The versatile XL was created with more powerful, louder, solid action in mind. It is just as malleable, weighted perfectly and offers more intense vibrating action.

The wait is over, after 10 years the XL is here! A larger lure for larger game fish!

Our Price: \$9.99



Steel Shad Mini Series

SteelShad Mini - 1/4 oz - (2pk) The SteelShad® Mini 1/4 oz. blade bait is 1 3/4 inches long, made from durable stainless steel with a molded lead weight, and feature two #12 VMC Permasteel hooks that are coated for both fresh and salt water fishing.

Our Price: \$9.99



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- Attractants (0)
- Baitcast (0)
- Braid (0)
- Kayak Paddles (0)

**SteelShad Original Blade Bait**

**\$6.99**

**SteelShad XL Series Blade Bait**

**\$9.49**

**SteelShad Mini Blade Bait**

**\$8.99**

4.9 ★★★★★  
Google  
Customer Reviews

- ^ Collections
- All (3)
- Hard Baits (3)
- Lures (3)
- SteelShad (3)
- 13 Fishing (0)
- 412 Bait Co. (0)
- Abu Garcia (0)
- Accessories (0)
- AshtanMBrand (0)

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## Search Results for "steelshad"

Showing 5 Items

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Displaying 5 results for steelshad

Results per page: 24 | 48 | 96

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**Narrow Your Search**

**Brand**

- SteelShad (4)
- Storm (1)

**Classification**

- Freshwater (5)
- Ice (1)
- Saltwater (1)

**Price**

\$5 - \$25

**Item Availability**

- In-Stock Only (4)

**Rating**


- ★★★★★ (1)
- ★★★★☆ (1)
- ★★★☆☆ (1)
- ★★☆☆☆ (1)
- ★☆☆☆☆ (1)

**Hard Bait Type**

- Blade Baits (4)
- Crankbaits (1)

**Crankbait Type**

- Medium Crankbaits (6-12ft) (1)




★★★★★

**Steel Shad**  
Blade Baits

\$7.49 - \$10.99

[View Options](#)




★★★★★

**Storm**  
Wiggle Wart MadFlash Crankbaits

\$5.49 - \$5.99

[View Options](#)




★★★★★

**Steel Shad**  
Original College Series 3-Packs

Our Price: \$24.99

[View Options](#)




★★★★★

**Steel Shad**  
Original Kids 3-Pack

Our Price: \$24.99

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★★★★★

**Steel Shad**  
Original Patriot 3-Pack

Our Price: \$19.99

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WEST COAST YELLOWTAIL, YELLOWFIN, AND BLUEFIN FISHING REPORT

Tue, 5 Nov. 2019

Spirits were high, as the yellowfin counts earlier in the week were "limit style". Last weekend had an old buddy in town who wanted to fish, so we jumped on a two day trip out of Oceanside. Spirits were high, as the yellowfin counts earlier... [Read More](#)

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[sales@tackledirect.com](mailto:sales@tackledirect.com)

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Sort By:



STEELSHAD ORIGINAL 3/8 OZ BLADE BAITS  
**\$7.49**



STEELSHAD XL 3/4 OZ BLADE BAITS  
**\$9.99**

**WARNING:** Cancer and Reproductive Harm-[www.P65Warnings.ca.gov](http://www.P65Warnings.ca.gov)



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- SteelShad Lures (2)
- Price** -
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