

Exhibit E



STEELSHAD™



2018-2019
PRODUCT CATALOG

STEELSHAD FISHING COMPANY
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orders@steelshad.com

STEELSHAD FISHING COMPANY



JAY YELAS
SteelShad Pro Staff

INTRODUCTION

SteelShad Fishing Company

In 2016, three best friends partnered together with Captain Steve Niemoeller to launch the SteelShad Fishing Company nationwide.

SteelShad's elongated body style, various weights and unique malleable steel constantly produces more strikes, in more water, year round unlike your typical blade bait.

The SteelShad fishing lure was designed by Kentucky Lake fisherman, B.A. Gills and perfected by Anglers and Guides whom are on the water every day.

Stephen Price, CEO of SteelShad, remarks "We are rapidly gaining national visibility and selling

SteelShad fishing lures to Anglers nationwide.

This has been the goal of our Company from day one. Our Team is growing and we are working hard to bring new SteelShad Products to the Marketplace. We look forward to SteelShad becoming a trusted name to Anglers everywhere!"

Captain Steve Niemoeller, Vice President, continues to be an active, full time fishing guide in Florida as well as consulting on new product development. Brad Wightman and Campbell Mathewson are Co-Founders and Senior Advisors.

The SteelShad Fishing Company is based in East Dorset, Vermont.

Stephen Price
Co-Founder & CEO

THE COLORS OF STEELSHAD



Vibrant Colors & An Irresistible Flash



SILVER

Available In:
Mini, Original, XL & XXL



GOLD

Available In:
Mini, Original, XL & XXL



TROUT

Available In:
Original & XL



PERCH (FIRETIGER)

Available In:
Original & XL



RED (CRAWFISH)

Available In:
Original & XL

THE COLORS OF STEELSHAD



New Fish Catching Colors & Patterns



SEXY SHAD

Available In:
Mini, Original & XL



KENTUCKY SHAD

Available In:
Original & XL



TENNESSEE SHAD

Available In:
Original & XL



YELLOW SHAD

Available In:
Mini, Original & XL



WHITE SHAD

Available In:
Mini, Original & XL

STEELSHAD FISHING COMPANY

THE ORIGINAL STEELSHAD



The Original SteelShad 3/8 oz. blade bait, stainless steel, 3/8 oz.,
#6 VMC treble hooks coated for fresh and salt water, 2 3/4 inches long.

\$7.49 Retail | \$4.49 Wholesale



AVAILABLE COLORS

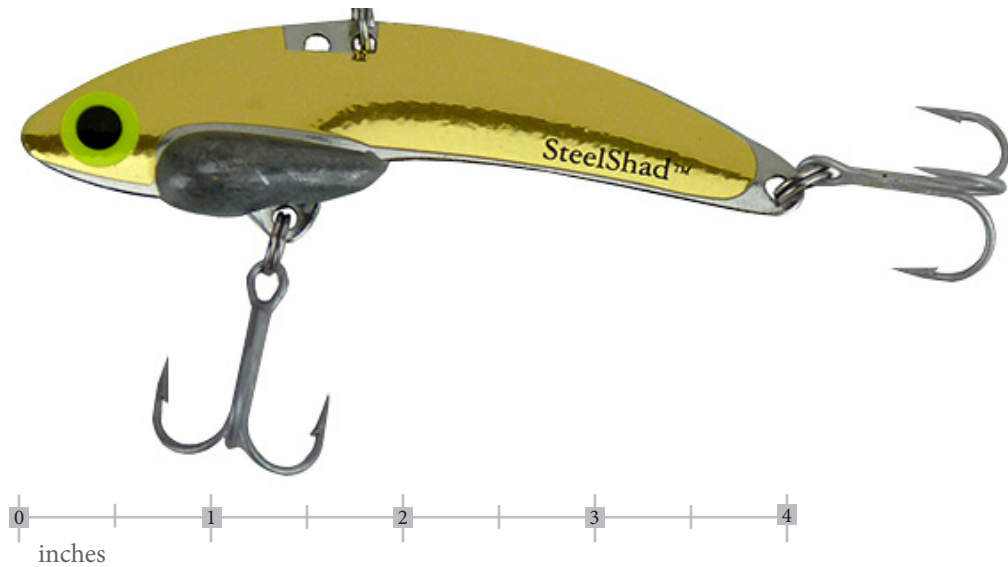
Silver, Gold, Perch, Trout, Red (Crawfish),
Sexy Shad, Kentucky Shad, Tennessee Shad,
White Shad & Yellow Shad

STEELSHAD XL SERIES



The SteelShad XL Series blade bait, stainless steel, 3/4 oz.,
#4 VMC treble hooks coated for fresh and salt water, 3 3/4 inches long.

\$9.99 Retail | \$5.99 Wholesale



AVAILABLE COLORS

Silver, Gold, Perch, Trout, Crawfish,
Sexy Shad, Kentucky Shad & Tennessee Shad

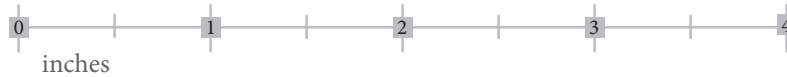
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STEELSHAD MINI SERIES



The SteelShad Mini Series 1/4 oz. blade bait, stainless steel, 1/4 oz.,
#12 VMC treble hooks coated for fresh and salt water, 1 3/4 inches long.

2 Pack - \$9.99 Retail | \$5.99 Wholesale



AVAILABLE COLORS
Silver, Gold, Sexy Shad,
White Shad & Yellow Shad

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STEELSHAD XXL SERIES



The SteelShad XXL Series blade bait. stainless steel, 1.5 oz.,
#5/0 single hooks coated for fresh and salt water, 5 inches long.

\$10.99 Retail | \$6.59 Wholesale



AVAILABLE COLORS
Silver & Gold

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STEELSHAD COLLEGE SERIES



Created using the Original SteelShad 3/8 oz. blade bait, stainless steel, 3/8 oz. tin weight,
#6 VMC treble hooks coated for fresh and salt water, 2 3/4 inches long.

ALABAMA 3 PACK

\$24.99 Retail | \$14.99 Wholesale



CLEMSON 3 PACK

\$24.99 Retail | \$14.99 Wholesale



STEELSHAD COLLEGE SERIES



Created using the Original SteelShad 3/8 oz. blade bait, stainless steel, 3/8 oz. tin weight,
#6 VMC treble hooks coated for fresh and salt water, 2 3/4 inches long.

AUBURN 3 PACK

\$24.99 Retail | \$14.99 Wholesale



TENNESSEE 3 PACK

\$24.99 Retail | \$14.99 Wholesale



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STEELSHAD CUSTOM SERIES



Created using the Original SteelShad 3/8 oz. blade bait, stainless steel, 3/8 oz.,
#6 VMC treble hooks coated for fresh and salt water, 2 3/4 inches long.

PATRIOT 3 PACK

\$19.99 Retail | \$11.99 Wholesale



KIDS 3 PACK (tin weight)

\$24.99 Retail | \$14.99 Wholesale



STEELSHAD KIMURA FISHING LINE



Professional grade fishing line engineered in Italy, made in Japan with High Performance Technology.
Available in various test weights in braid, fluoro and mono.



Braided x8

50lb. | 35lb. | 26lb. | 10lb. Dark Green \$19.99 Retail | \$11.99 Wholesale

Fluorocarbon

20lb. | 15lb. | 10lb. Clear \$19.99 Retail | \$11.99 Wholesale

Monofilament

20lb. | 10lb. Clear \$9.99 Retail | \$5.99 Wholesale

STEELSHAD TOPWATER SERIES



The SteelShad Topwater Series, an assortment of proven lures for catching the best fish of your life.

\$7.49 Retail | \$ 4.49 Wholesale

BABY BASS POPPER & GREEN POPPER

- 2 3/4" long
- Weighs 3/8 oz.
- White rear feather
- Nickel coated hooks



SILVER BLUE POPPER & SILVER YELLOW POPPER

- 4 1/2" long
- Weighs 1/2 oz.
- Weighted balls
- White rear feather
- Nickel coated hooks



FROG

- Lure body 2", 4 1/2" long including skirt
- 2 Concealed nickel coated hooks



STEELSHAD SWIMBAIT SERIES



The SteelShad SwimBait Series available in three colors - Pearl, Bluegill and Goby.
Available in two sizes - 4.5" or 6". Sold in a 3 Pack with a single 3/8th oz. tin alloy jig head

\$6.49 Retail | \$ 3.89 Wholesale



PEARL



BLUEGILL



GOBY

STEELSHAD APPAREL & GEAR



HOODIES

\$49.99 Retail | \$29.99 Wholesale

60% Cotton & 40% Polyester.
Badger sport paneled shoulder
for maximum movement.
Two-ply hood with draw cord.
Spandex reinforced rib knit cuffs
and waistband. Pouch front pocket.

Available In: Medium,
Large, X-Large, 2XL & 3XL.



HATS

\$19.99 Retail | \$11.99 Wholesale

Brushed Chino Cotton Twill
Precurved Visor
Cotton Sweatband
Adjustable Hook-and-Loop Backstrap
One Size Fits Most



STEELSHAD APPAREL & GEAR



TUMBLERS

20 oz. - \$17.99 Retail | \$10.79 Wholesale

30 oz. - \$19.99 Retail | \$11.99 Wholesale

Insulated stainless steel. keeps drinks
cold/hot for up to 12 hours.



FISHING TOWELS

3 Pack - \$14.95 Retail | \$8.95 Wholesale

1 Pack - \$4.99 Retail | \$4.99 Wholesale

Our 11" wide x 14.5" wide microfiber towel
comes in a stain resistant charcoal gray.

STEELSHAD FISHING COMPANY

STEELSHAD ROTOMOLDED COOLERS



50L COOLER

\$179.95 Retail | \$107.95 Wholesale

Dimensions: 26" L x 17" W x 18" H

30L COOLER

\$149.95 Retail | \$89.95 Wholesale

Dimensions: 24.4" L x 14.5" W x 15.3" H

The SteelShad rotomolded line of coolers are cool enough to keep perishables chilled, tough enough to withstand the attentions of the most burly forest creatures. Hunt, fish, camp and recreate with confidence, we'll handle the chilling.

STEELSHAD ROTOMOLDED COOLERS



COOLER FEATURES

- Non-Slip Feet
- Heavy Duty Rope Handle
– Marine grade ropes & textured grips
- Heavy Duty Rubber Latches
- Insulated Walls – Commercial grade foam insulation
- Freezer Style Lid Gasket
- Molded Tie Down Slots
- No Sweat Exterior
- No Fail Hinges – Metal rod interlocking hinge
- Includes Fish Ruler on Top of Cooler
- Easy Flow Drain Spout
- Includes Storage Tray for Sandwiches & Snacks
- Includes Fish Ruler on Top of Cooler

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Any Fish Any Depth

