What is the ZEBCO "FAMILY FISHING" PROGRAM?

At Zebco, introducing families to the joy of fishing is our only business. Zebco is known the world over for its dedication and commitment to helping families enjoy a day together in the great outdoors. We believe it is critical for families to get outdoors and enjoy nature and the water. This love of nature and family bonding time creates memories that will last a life time.

The purpose of the Zebco "Family Fishing Program" is to provide discounted rods and reels for non-profit organizations to experience a fishing derby. The program is offered to youth groups, churches, schools, fishing clubs and other non-profit organizations. The discount offered through this program is the largest discount program offered by Zebco for any purpose.

We appreciate your enthusiasm and willingness to coordinate your family fishing project. We wish you the best of luck in your endeavor.

FAMILY FISHING EVENT TIPS:

We at Zebco consider ourselves to be experts in family fishing. Here are a few tips we have learned when planning a fishing event:

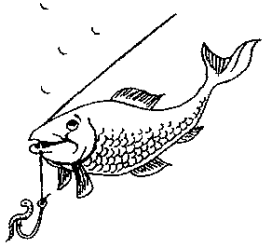
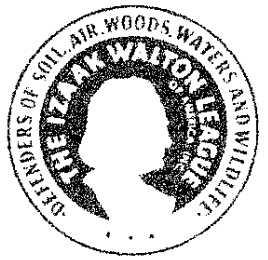
- **Have Fun!** This should be a fun activity for everyone. Participants should go home feeling like a winner whether they caught a fish or not.
- **Age Limit.** We suggest setting no age limits to include kids, teenagers, adults, seniors, etc.
- **Derby Hours.** It's best to limit Derby hours - we suggest 9 a.m. to noon.
- **Site Location.** Pick a site where the participants can fish from the shore. Farm ponds, small lakes, or city lakes are ideal. Piers and docks are nice also.
- **Fish.** Whatever you do - make sure you have fish! Check with your state fish and wildlife department to see if the body of water you have selected has fish, and ask them what their policies are regarding stocking the waters there with fish for your event.
- **Tackle.** Encourage the participants to bring their own rod and reel to the derby. Be sure to have some extras available just in case.
- **Bait.** Check with a local bait dealer to ask them to run a special on worms and minnows for the derby, or ask them to donate bait for the event. They may even want to come and sell bait at the event.
- **Registration.** Registration is important so you'll have an accurate record of whom and how many participated.
- **Prizes.** Prizes are great for recognizing the participants' fishing efforts. It is best to make it easy for all entrants to win prizes, such as "tagging" a certain number of prize fish, judging by weight (both smallest and largest, biggest stringer, etc.). Ask local merchants for their help. Tackle boxes, reel/rod combinations, caps, t-shirts, bobbers, etc. are always great prizes.
- **Clean-Up.** It is very important to leave the area at least as clean as you found it. This is a good lesson for families too. So, why not engage their help in picking up any litter?

PURCHASING Rods and Reels

Zebco's "Family Fishing Program" discount allows you to purchase new Zebco tackle for your family fishing event. The items listed below are available to you through this program. Purchased items must be used for a fishing event or program or given as prizes. **The tackle is not to be resold.** Use of this program is a privilege and Zebco reserves the right to refuse order or discontinue the program at any time.

Items can be viewed at www.zebcofishing.com

FAMILY FISHING items for 2014:

MODEL	DESCRIPTION	COST
Spincast Reels		
202K,10,BX6	Medium/Light	$4.00
404K,15,BX6	Medium/Heavy	$5.96
PS2010C	ProStaff - Medium	$8.80
33K,10C,BX6	Medium	$12.36
11MA,04,BX6	Light	$7.88
Spincast rod/reel combo		
1245KR	202 w/5'6"rod	$7.36
1545KR	404 w/5'6" rod	$9.80
33602M	33/6'0"rod	$15.60
PS2010C	Prostaff reel/6'rod	$12.56
3490K	33/5'6" med rod	$17.60
A11CA	11/5' UL rod	$12.72
33C2602M	33 w/custom colors (red/blue)	$15.40
Spinning rod/reel combo		
A33SPCB	33SP/6' med rod	$15.60
Ready Tackle (with tackle pack/rod/reel)		
RTSCKH	General purpose Spincast w/ 5'6" 2 pc rod	$10.00
RTSPKG	General purpose Spinning reel w/5'6" pc rod	$10.00
RTSPTELD	General purpose Spinning w/5'6" telescopic rod	$10.00
RTSCTELE	General purpose	$10.00

MODEL	DESCRIPTION	COST
Youth spincast rod/reel combos		
SBOBFG	SpongeBob	$7.20
DORAFG	Dora the Explorer	$7.20
DIEGOFG	Diego	$7.20
GARFIELD	Garfield Combo	$7.20