



New Weed'Ez artificial vegetation creates fishing hot spots



Brainerd, MN, November 19, 2007 – As most ice anglers know, catching fish means first finding fish. Often, the first step in locating fish is to find the cover objects they call home. Bluegills, crappies, perch, walleyes, pike, and even trout seek first those aquatic areas that provide the most distinct physical features, especially underwater vegetation.

Thanks to a new product from Nature Vision, finding fish and the weeds they use has become a lot easier. “Weed'Ez” are artificial aquatic plants that allow anglers to create their own fish-attracting weedbeds. Surround your fishing area with several Weed'Ez, and give fish a reason to linger. Below the surface, Weed'Ez look and move just like real vegetation, cascading a wide patch of

shade, and gently swaying in subtle current. During field tests, fish seemed to agree, swimming into Weed'Ez and holding for extended periods.

Each Weed'Ez pack includes four individual 60-inch plant clusters, which consist of three attached “stalks.” A float on top of each Weed'Ez keeps it floating upright, while a clip at the base lets the user attach a sinker for keeping the artificial plant anchored to bottom. Constructed of a tough synthetic material that won't absorb water, Weed'Ez are tear resistant, even in the icy conditions of winter. When not in use, Weed'Ez fold up and fit into an included mesh storage bag, not much larger than a paperback novel, and light as a feather. Retailing for \$19.99, Weed'Ez are portable and affordable fish attractors.

To get started using Weed'Ez, first drill a hole in the ice over a general area known to host fish (cover-barren flats or drop offs are good choices). Attach a sinker to the bottom of the structure, then fasten a rope or fishing line to the top, and drop Weed'Ez to the bottom. The more Weed'Ez you deploy the better, as fish typically prefer the densest cover they can find. When you are ready to move, simply retrieve your Weed'Ez from the hole, stow and go.



Nature Vision, Inc., NRVN, a publicly held corporation headquartered in Brainerd, Minnesota, created Aqua-Vu, the first self-contained underwater viewing system in 1997. Founded by President/CEO Jeff Zernov, Nature Vision continues to reinvent the outdoor experience.

SAFE HARBOR STATEMENT

Certain matters discussed in this press release are "forward-looking statements," intended to qualify for the safe harbors from liability established by the Private Securities Litigation Reform Act of 1995. Statements other than statements of historical fact are considered forward-looking statements, and often contain words such as "expects," "anticipates," "intends," "plan," or "will." Such forward-looking statements are subject to certain risks and uncertainties, which could cause actual results or outcomes to differ materially from those currently anticipated. Factors that could affect actual results or outcomes include changes in consumer spending patterns; our success in implementing its strategic plan, including its focus on innovation; actions of companies that compete with us; our success in managing inventory; movements in foreign currencies or interest rates; the success of suppliers and customers; the ability to deploy our capital successfully; adverse weather conditions; and other risks and uncertainties identified in our filings with the Securities and Exchange Commission. Shareholders, potential investors and other readers are urged to consider these factors in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements included herein are only made as of the date of this press release and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.