

**PRESS
RELEASE**



Nature Vision, Inc.

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Vector trolling line dubbed “Heavy Metal” series

Brainerd, MN, May 18, 2006 - Throughout the Great Lakes region, Vector is increasingly



recognized for their series of elite-grade downriggers and rod holders. Charter captains in particular, have gradually divulged the Vector secret to clients and select industry insiders. Only recently have the products become widely available, however. Outdoor product innovator Nature Vision, who acquired Vector in March, has no plans to simply stand pat with the current product line.

“The acquisition of Vector has been an important step toward achieving our goals in the realm of deepwater trolling gear,” says Nature Vision President and CEO Jeff Zernov. “These products are so well built, so solid, that we’ve labeled them the Vector ‘Heavy Metal Series.’ Not coincidentally, they will also perfectly compliment our newest technology: a wireless video transmission downrigger ball.” Zernov continues, “In the next few years, we predict a watershed of new trolling product introductions. To make this happen, we felt that the Vector line was the perfect platform.”

Vector’s current product line includes the Heavy Metal Series downriggers, and a complete series of rod holders. All Vector Downriggers carry limited lifetime warranties. Machined of solid stainless steel and aluminum, then finished with a durable coat of anti-corrosive material, Vector Heavy Metal Downriggers are “overbuilt for the long haul.”

As a new branch of the Nature Vision family of outdoor technologies, Vector will remain the best-built downriggers and rod holders in fishing. In ensuing months, check the Vector website for updates on product offerings, news and innovations (www.vector-downriggers.com).

Nature Vision, Inc., 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, Inc. continues to reinvent the outdoor experience.

www.naturevisioninc.com