



For immediate release

More information or interview requests:

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Foxy fishing

Bait a hook in style with ChickBait

GLENDALE, Arizona (International Sportsmen's Expo) – March 9, 2007 - Can you look foxy while you fish?

The chicks at ChickBait® think so. Especially if you happen to be sporting their Hot White Fox earrings while you bait your hook. The White Hot Fox, along with other earring styles such as the VooDoo Frog and Shimmer Minnow, are made from actual fishing flies and lures.

ChickBait, a new company based in Phoenix, got its start last fall when founder Amy Halm launched her “wearable bait” idea at the Fly Fishing Retailers Expo in Denver. Customers there took the bait, and sales on the ChickBait website have been growing steadily since.

ChickBait earrings, bracelets, and apparel will be on display this weekend at University of Phoenix Stadium during the International Sportsmen's Expo. Show organizers expect a big turnout this year at the new stadium location. Previous years' shows drew about 20,000 and were held at the state fairgrounds in Phoenix.

The ChickBait booth will be easy to find. Just look for booth number 438, right across from the casting pond at the show.

For more information on ChickBait or the International Sportsmen's Expo, visit:

www.ChickBait.com

<http://www.sportsexpos.com>

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