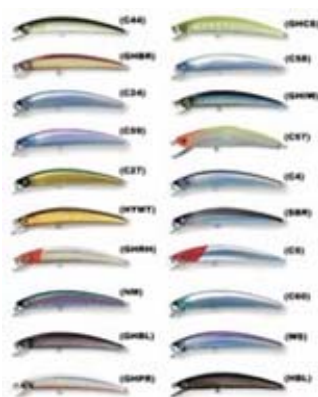


International fishing lure distributor Yo-Zuri America expands in Port St. Lucie

STAFF REPORTS

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YO-ZURI
A selection of Yo-Zuri Lures

PORT ST. LUCIE — Yo-Zuri America, Inc. manufacturer of lures, fishing lines and leaders expands to a 16,200 square foot distribution facility in Port St. Lucie adding a small retail outlet for local anglers and tourists.

Anglers who enjoy tossing Crystal Minnows, Banana Boats or Hydro Pencils made by Yo-Zuri Lures will soon be able to stop by the outlet to check for out-of-stock colors or discontinued models. Originally planned to open Dec. 2, Yo-Zuri America, Inc., the national distributor for Japan-based Yo-Zuri brand products, will open its retail store with a grand opening celebration open to the public at 11 a.m. Jan. 12 at Tuckpoint

Business Park at 668 N.W. Enterprise Drive in St. Lucie West.

By carrying special styles, new items that are not yet available, and old favorites that are not stocked elsewhere, the retail store will not compete with Treasure Coast tackle shops or large volume retailers such as Wal-Mart that carry Yo-Zuri, said Michelle Lanchez, corporate planning manager for Yo-Zuri America, Inc.

“We’ll carry all kinds of items for the hardcore Yo-Zuri angler,” Lanchez said. “We’ll carry hats, visors, shirts, line and lures and discontinued items. For the Yo-Zuri fan, it will be like stopping into their own little world.”

Lanchez said stock also will be available over the Internet. The store will have limited hours of operation open from 12 p.m. to 5 p.m. Wednesday through Friday.

Drew Arvary, a St. Lucie West resident and avid bass and snook angler eagerly awaits the store's opening. He stopped by the store earlier this week only to discover it will not open until after the first of the year.

"I can't wait to see what kind of a freshwater lure selection they will have," said Arvary.

The Economic Development Council of St. Lucie County, Inc. (EDC) and city officials are pleased to have played a role in assisting with Yo-Zuri's expansion.

"Yo-Zuri has shown its commitment to staying in the City by signing a 5-year lease." said Dave Skiles, EDC chair.

Yo-Zuri General Manager George Large said, "The EDC and the City of Port St. Lucie provided important and timely assistance with the permitting process."

"Our outlet store will allow us to continue numerous community outreach activities that we have offered throughout our affiliation with the City of Port St. Lucie. We have long supported organizations for children that educate the benefits of fishing, conservation, and family-time spent together in an American tradition," said Large.

Yo-Zuri's quality lures, fishing lines, and leaders have been produced for over 50 years and are crafted to be the most realistic looking, have the best actions, and designed to help each angler succeed in having some of their best fishing days. Yo-Zuri services all of the USA, Canada, Central America and South America from its headquarters in Port St Lucie.

For more information about Yo-Zuri products call (772) 336-2280. A new Web site is under construction.