



PRESS RELEASE

A Unique Heritage of Innovation

FOR IMMEDIATE RELEASE:

Contact: Wendy Scaia

ZeeBaaS LLC

Voice: (203) 659-0015 Fax: (203) 275-8382

sales@zeebaas.com www.zeebaas.com

ZEEBAAS ANNOUNCES SHIPMENT OF BAILED REEL

Stratford, Connecticut - January 3, 2010

The long sought after World Class ZeeBaaS ZX2 Bailed Reel is at last shipping in quantity. We invite you to come along on this ride of innovation with ZeeBaaS.

We have enhanced our ZX Series spinning reels by expanding it to include the new Silver Edition ZX2 - silver finish and state of the art bail technology. The four models of ZX2 (20, 22, 25 and 27) range from \$929 to \$989.

ZeeBaaS continues to offer the unmatched design of “one body / four spool” flexibility. This cost effective feature allows one reel to accommodate various fishing environments and applications. Add-on spools range from \$269 to \$299.

The ZX Series has long been used by surfcasters, but with the new ZX2 Silver Edition with full bails, this reel is perfect for boat use as well. Deep jigging and casting into schooling tuna is an ideal application for the Silver ZX2. ZeeBaaS’ patented drag technology excels in this arena. These reels have the strength and drag range (up to 40 lbs.) required to land even these tough fighting fish.

ZeeBaaS offers one of the best warranties in the industry - as of 2009, all reels shipped have a 3-year warranty, with a 1-year warranty on the wear parts.



ZeeBaaS LLC, based in Stratford, Connecticut, is a leading designer and manufacturer of high-end fishing reels and related products, primarily serving the salt-water fishing market. Founded in 2005 by Rob Koelewyn, President. ZeeBaaS is privately held. Products are distributed worldwide through dealerships. For additional information on ZeeBaaS and ZeeBaaS dealers please visit www.zeebaas.com or contact Wendy Scaia at our headquarters location in Stratford, CT (203) 659-0015.

335 Benton Street Stratford, CT 06615 - Phone: (203) 659-0015 Fax: (203) 275- 8382