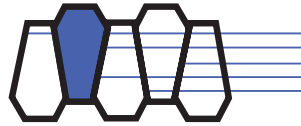


PRESS
RELEASE



western filament, inc.

Contact: Rex Nelson 970-241-8780 or rex@wfilament.com

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F O R I M M E D I A T E R E L E A S E

GOTTA GET TUF!
TUF-LINE
SUPERCAST

Western Filament announces
an amazing **breakthrough in**
super-line technology.

Surface image after 14+ hours of use



Grand Junction, Colorado, June 1st, 2012:

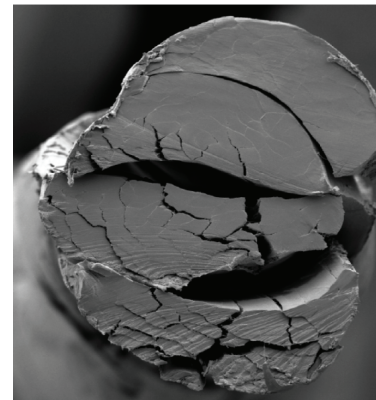
Western Filament announced that it has achieved a major breakthrough in super-line technology. Technology that is sure to revolutionize the fishing line industry. The new line will be launched under the TUF-Line SuperCast brand.

Western Filament has brought a new line to market that combines the performance features of a braided line with the handling features of monofilament. The new line features high abrasion resistance with cycles to failure more than double that of the nearest competitor. The line also boasts higher straight pull strength knot strength.

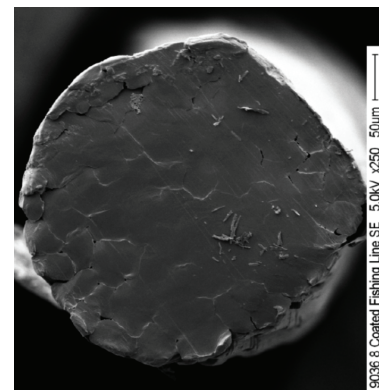
The performance features are coupled with a line that performs flawlessly on a spinning reel with none of the associated rod guide noise common with other hybrid lines. Pro-staff have indicated that the new line casts up to 20% further than comparable lines. The unique bi-component line utilizes a method of fusing the micro-fine Spectra fiber filaments together through a patented process. Each micro-fine fiber is securely bonded at the molecular level to the neighboring fiber, thereby ensuring a complete monolithic structure.

"We are very excited to launch this new series of lines under our SuperCast brand. The castability and quiet performance features of this new line are certain to revolutionize the use of "super lines" on spinning reels." Stated President, Rex Nelson. "Our diligence and determination have enabled us to achieve the high quality standards demanded by our customers."

Western Filament is a leading supplier to the braided fishing line industry, marketing brands under its TUF-Line brand. Western Filament also manufactures high performance products for use in many aerospace applications and has achieved certification to ISO 9001 and AS9100, two of the most demanding quality systems worldwide.



Typical Braided line 250x magnification



SuperCast 250x magnification

For more information regarding TUF-Line SuperCast or any of our other fine products please visit our website at www.tuf-line.com.