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FOR IMMEDIATE RELEASE

### **Turn Heads with All-New Platinum Series Estrous**

At Code Blue, Standing Estrous was the first breakthrough. Now, years of development at a leading animal research university has resulted in an all-new technology: Platinum Standing Estrous is the next generation of deer attractants. This product has been tested and proven to be 63 percent more effective in the field. At Code Blue, this is the highest buck response rate ever recorded.

Platinum Standing Estrous is unlike any other scent because it's collected at the precise time in which a buck attempts to breed. Due to the unique process involved, this is a limited availability estrous. If you're lucky enough and you act fast, you will possess the most potent estrous available. It's almost not fair, but we never said anything about being fair. A 1.5 oz. bottle of Platinum Standing Estrous has an MSRP of \$39.99.

For product information and media inquiries, please contact Glenn Walker,  
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In addition to Platinum Standing Estrous, Code Blue provides a full line of urines, attractants and personal scent management products. For more information on Code Blue Products go to [www.codebluescents.com](http://www.codebluescents.com) or call our customer line: 251-368-4089

### **About Pradco Outdoor Brands**

Pradco Outdoor Brands was founded in 1960 as Plastic Research and Development Corporation (PRADCO) and soon became one of the largest injection molders in the United States. Its four hunting brands include: Code Blue, Knight & Hale, Moultrie and Summit. PRADCO Fishing owns the oldest brand in fishing, Heddon, established in 1894. Additionally, PRADCO Fishing manufacturers and markets Rebel, Lindy, Bomber, Booyah, YUM, Arbogast, Cotton Cordell, Smithwick, Silver Thread, Lazy Ike, Creek Chub and more.