ANNUAL CATALOG

REACTION STRIKE™
#1 IN SWIMBAITS

INSIDE: The All-New Revolution Shad
The Amazing New Mullet, Jr.
Gaffs, Rods, Hooks & More!
The Revolution Shad swimbait is a fantastic new lure from Reaction Strike. The segmented hard-bodied lure is hydrodynamically engineered to produce an incredible, life-like, articulated swimming action. The ultra realistic and detailed paint schemes, 3D oversized eyes and perfectly balanced weighting give it a natural look like no other swimbait on the market.

Four different styles are available (wake, slow, fast, suspending) which allow the angler to use this lure in every fishing condition. Pre-rigged with premium chemically sharpened and strong VMC treble hooks, the Revolution Shad swimbait series is available in six sizes and two body shapes (Shad and Bluegill). This lure is already on the largemouth bass and toothy predator favorite meal list.

Tested and approved by our US and international fishing staff which includes world famous anglers in the USA, Italy, Germany, Ireland, England, France, Spain and many other countries.
FRESHWATER

Suspension Revolution Shad Also Available

3D Oversized Eyes

VMC Treble Hooks

Segmented Hard Body

Golden Shiner

Green Sunfish

Hitch

Jerk Shad

Largemouth Bass

Live Baby Bass

Live Bluegill

Live Crappie

Live Ghost Trout

Metallic Sunfish

Natural Matte Perch

Pearl

Sexy

Silver Shad

Smelt

Yellow Perch

Live Sunfish

Live Yellow Perch

Rainbow Trout

Rayburn Red

Threadfin Shad

Tilapia

Available in 3, 4, 5, 7, 9 and 12 inch sizes!

Razor sharp Black Nickel VMC hooks for rock solid hooksets.
Try the slow fall version as the most ridiculous killer bass bed bait ever invented. This bait will fall flat, and sit up on its hook, just like a real nest raiding little bream!

The Revolution Series lures were designed to fall perfectly horizontally, just like a fish does. The slow fall version will fall flat, and actually sit on it’s hook. It looks and acts like a living fish 100% of the time it is in the water!! Compare to other lures that nose-dive or spiral when sinking. This is the result of a long and arduous R&D phase which results in the superior action you will find with our lures. Welcome in a new Revolution of Hi-Tech fishing. Available in wake, slow fall and fast fall in 3.5” and 4.5” sizes.

Our engineers, working with our Pro Staff, thought of every possible feature for this lure. We’ve provided both top and bottom hook hangars on the third segment. For open water conditions and short striking bass, just add a treble hook to the bottom hook hanger. If you are bed fishing for bass, and the bass is picking the bait up by the tail, then add a thin wire treble hook to the top hook hanger. This will put the hook in the perfect spot - inside that huge bass’ mouth!

Another nice smallmouth falls to a Revolution Bluegill slow rolled over a rockpile.
The Revolution Bluegill catches another one!

Stripers love Revolution Bluegills too! Rick Quade of Reaction Strike shows off a beautiful striper that absolutely demolished a Revolution Bluegill slow trolled on a planer board.

Every possible feature in just one lure!

Available in wake, slow roll and fast roll

3.5 and 4.5 inch sizes available!

Red Ear Sunfish

Rock Bass

Snow White

Tilapia

Warmouth
AM-90

This bait is beyond cool. Inspired from our cranking/suspending Revolution Shad, the AM-90 comes in at 3.5 inches and is a wake bait and causes quite a ruckus on the surface. You will be shocked what shows up to take a look at this lure. No detail has been spared as even the dorsal fin is hinged and moves with the current.

LENGTH: 3.15 inches
WEIGHT: 0.65 ounce
Suggested LINE: 4-20 pound mono, fluoro or braid
SWIMMING DEPTH: About 2 feet, depending on line weight, casting distance and rod angle

XRM-80 / 100

This jerkbait comes in 3.2” (XRM 80) and 4” (XRM 100) length, and is one of the best performing “jerkbaits” on the market! It has a very unique weight transfer system that creates an incredibly unique low frequency thud, unlike other baits that have high pitched rattles. Years of R&D went into the design of this bait and the result is a crankbait that will out produce others 5 to 1.

LENGTH: 3.15 inches
WEIGHT: 0.65 ounce
Suggested LINE: 4-20 pound mono, fluoro or braid
SWIMMING DEPTH: About 2 feet, depending on line weight, casting distance and rod angle
This 3 inch design was requested by Reaction Strike’s Pro Staff, and we are proud to offer this new Crankbait. Offered in two popular shapes and sizes, these baits will help increase your catch rate and put a little green in your wallet. Paint schemes designed by our Nation’s Pros, these are just a few of the secret colors these guys and gals depend on to make a living. Tie one of these on and you’ll see what we mean. This lure has a two ball weight transfer mechanism that allows for casts that make the lure look like it was shot out of a cannon, yet at the same time the bait flies through the air with NASA-like precision allowing for you to hit that “spot-on-a-spot”. The difference will be obvious to you the moment you fish with this lure and you will soon find yourself wanting to give away most of the crankbaits in your tackle box.

**XSD-77**

<table>
<thead>
<tr>
<th>Ayu</th>
<th>American Shad</th>
<th>Blue Back Herring</th>
<th>Ghost Minnow</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Metallic Largemouth Bass</td>
<td>Natural Matte Perch</td>
<td>Pumpkinseed</td>
</tr>
<tr>
<td>Sexy</td>
<td>Snow White</td>
<td>Warmouth</td>
<td>Yellow Perch</td>
</tr>
</tbody>
</table>

**Suggested Line:** 4-20 pound mono, fluoro or braid
**Swimming Depth:** 6 to 12 feet, depending on line weight, casting distance and rod angle

**Length:** 4.0 inches  **Weight:** 0.8 ounce

**XSD-80**

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<td>Warmouth</td>
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</tbody>
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**Suggested Line:** 4-20 pound mono, fluoro or braid
**Swimming Depth:** About 8 to 16 feet

**Length:** 3.2 inches  **Weight:** 0.65 ounce
Here is a 3.5 inch deeper diving jerk/crank. This bait is incredibly versatile and can be fished in a myriad of ways. Jerk it, rip it, crank it or even troll it. Just get ready because this bait cannot swim for long before something will slam it hard. Paint Schemes designed by our Nation’s Pros, these are just a few of the secret colors these guys and gals depend on to make a living. Tie one of these on and you’ll see what we mean. This lure is weighted.

**XDM90**

LENGTH: 3.5 inches  
WEIGHT: 0.75 ounce  
SWIMMING DEPTH: About 8 to 16 feet.

**DM110**

Wow, what a bait. This long bodied, 4.3 inch long bait is a phenomenal medium diving crankbait. Twitch it, rip it or straight retrieve it. This bait has accounted for countless big bass and walleyes and comes in 12 standard Reaction Strike colors, one of which is sure to meet your needs. This bait produces fish when others do not. You will soon be renaming all your fishing partners to “net boy”. Out produces other baits of its type by 300 percent in field testing and will stand up to the meanest fish in your lake, pond, river or ocean.

LENGTH: 3.5 inches  
WEIGHT: 0.75 ounce  
SWIMMING DEPTH: 6 to 12 feet, depending on line weight, casting distance and rod angle
The XV series of baits are without a doubt the best vibration baits ever produced. The sleek design cuts the water creating a loud vibration that you will feel the moment the bait hits the water. Rattle baits have been around since the beginning of time, but the moment you tie on an XV series, you will immediately see what the buzz is all about! The XV series imitate a panicked baitfish. The low frequency vibration chambers imitate the vibration of a fleeing school of baitfish. To a bass, or other predator, it simply means dinner time.

American Shad  Ayu  Blue Back Herring  Ghost Minnow  Ghost Natural Shad
Metallic Largemouth Bass  Pumpkinseed  Natural Matte Perch  Sexy  Snow White
Yellow Perch  Warmouth

TW-70 - 3 inches  TW-90 - 3.7 inches  TW-110 - 4.5 inches

The TW series represents the pinnacle of Topwater bait technology. These baits cast like they were shot from a cannon, do not tumble on flight, and are exceptionally easy to get to “walk.” The tapered body and tail weighted design makes the head of the bait sit up slightly, creating an automatic turning action making the bait almost walk itself. The internal rattle is unbelievably loud and fish will come take a look from long distances away. There simply is no other bait like the TW series.

American Shad  Ayu  Blue Back Herring  Ghost Minnow  Ghost Natural Shad
Metallic Largemouth Bass  Pumpkinseed  Natural Matte Perch  Sexy  Snow White
Yellow Perch  Warmouth

XV-55 - 2 inches  XV-65 - 2.5 inches  XV-75 - 3 inches
The XPD-90 is the new hi-tech crankbait by Reaction Strike for the ultimate fishing performance. Our initial goal was to develop a new crankbait to use in high fishing pressure spots, where the bass know well the sound and motion of standard hard plastic baits. Tested and developed after several months of testing and tweaking by the RS Pro Staff, this lure is an authentic bass machine. The Ultra detailed body and the 3d taxidermy eyes give it a full realism in clear and in muddy waters.

The body is made out of a customized hard plastic called “ever life” that gives the lure a better rattling effect when the lure crosses rocks and other structure. Its action in the water is not a conventional crankbait action: at low and high speed retrieves it has an erratic tail motion. The internal transfer weights allow the fisherman to increase the cast distance and casting precision.

The original paint schemes produce a fantastic underwater flash. At a stop, the bait will get smoked because it looks exactly like the food bass eat. VMC chemically sharp treble hooks are the best choice for putting more fish in the boat and their hooking and holding percentage is great with subtle biters.
The Fluttertail, Jr. takes soft plastics to a new level. Two large opposing tails cause this bait to literally hang in the water column. Rigging with a lightly leaded EWG belly weighted Reaction Strike hook creates a bait that can be fished incredibly slowly, right near the surface. Rig with a heavier hook and fish it along deep dropoffs where the monsters hang out.

4”, & 5” long in 12 beautiful colors. Comes in a 5 pack.

This bait is not for the faint of heart. Explosive strikes, similar to a brick falling out of the sky are known to happen with the use of this product!
The Fathead, Jr. comes in 3”, 3.5”, 4”, 5”, 6” and 8” lengths. The first thing you will notice about these lures is the 24 incredible colors and wide array of sizes we offer. The Fathead, Jr. changed everything when it comes to split bodied, paddletail swimbaits. And since their introduction in late 2007, we sold enough of them to sink the Titanic.

The Fathead, Jr’s were engineered to create a tantalizing belly roll when retrieved. Other similar lures just come through the water with a tail waggle, but the first thing you will notice with Fathead, Jr’s is that the entire body shimmies during retrieve. The second thing you will notice is that monster bass eating the bait like it has been fasting for a month.

These baits can be fished in so many ways, which is part of the reason for their success. Use Reaction Strike EWG belly weighted hooks, or any of the myriad of internal weighted hooks. They can be used on jigs, or wacky rigged, or even fished weightless, like a dead minnow.

Check out the colors. 12 freshwater and 12 saltwater colors covers every conceivable fishing situation. These baits are deadly on bass, redfish, walleye, snook, tarpon, and even muskies and pike. Tie one on and you won’t be sorry.
Jerkbait fishing has been around for a long time. But until the Split Tail, Jr. every other jerkbait was essentially the same bait by a different manufacturer. The Split Tail, Jr. changes all that. This bait is hollow inside, creating a much slower fall if fished with an unweighted hook. The real power of the bait is the ability to add lead in the hollow cavity. You can add a rattle too, if conditions dictate. We even have Pros adding scent, and another uses foam to enclose the cavity creating a waking jerkbait. As we said, there is no jerkbait on the market that is in the league of the Split Tail, Jr.

This bait is available in 4 or 5 inch sizes and comes in a 5 pack! Proprietary final dipping process locks eyes and paint patterns below a clear layer of soft plastic! The beautiful finish you see when you buy the lures will last until the biggest, meanest fish in your waters absolutely chomp them.

During testing, this bait was absolutely deadly on bass, redfish, walleye, pike and musky. Tie one on and say hello to the biggest fish in your lake.

Another day at the office, and another nice walleye for Reaction Strike Pro Staffer Riccardo Valentini. Actually, to be correct these are called Zander in Europe.
Reaction Strike Plasma Point Series extra wide gap (EWG) hooks are available in a wide range of hook sizes, and weights. These hooks are perfectly balanced to work with any brand of Hollow Body swimbaits. These hooks are razor sharp, and feature an oversized screw eye. The extra thick wire on the screw eye is designed to hold the bait securely to the hook without tearing the plastic.

EWG Unweighted Hooks are available in 3/0, 4/0, 5/0, 6/0, 7/0, 8/0, 10/0 and 12/0 sizes.

RS JR EWG-H 4/0 1/4 OZ.  Black  4 ct.
RS JR EWG-H 5/0 1/4 OZ.  Black  4 ct.
RS JR EWG-H 6/0 1/2 OZ.  Black  3 ct.
RS JR EWG-H 6/0 1/4 OZ.  Black  3 ct.
RS JR EWG-H 7/0 1/2 OZ.  Black  3 ct.
RS JR EWG-H 7/0 1/4 OZ.  Black  3 ct.
RS JR EWG-H 8/0 1/2 OZ.  Black  2 ct
Reaction Strike’s Tube, Jr. represents a true breakthrough in tubes. Gone are boring one or two color injected tubes. Just a quick glance at our tubes and you will see they are far more advanced than any other offering. First, they are pad printed in beautiful patterns. Next, they have holographic eyes, and finally they are final dipped providing a clear coat that locks in the paint patterns, locks in the eyes, and provided a depth of finish that looks just like a living baitfish.

The Tube, Jr. is available in 3”, 4”, 5”, 6”, 8”, 10”, 12” and 14” sizes. There are 12 incredible colors, one of which is sure to meet your angling needs. Tie one on and you will never fish another tube again.
The Bass Harasser does everything your favorite swimbait does plus much more. With paint jobs so real it will feel like fishing with a live trout, and a hook harness so advanced you won’t miss short biters anymore, the Bass Harasser is taking the trophy largemouth marketplace by storm. Available in 14 colors and three different sink rates.

Currently, 4 fall rates are available. Very Slow fall is approximately 5 in./sec. Slow Fall is 10 inches per second Medium fall is about 14 in. - sec. and fast fall is 18 in./sec. Notice that each bait has a frog hook held in with a custom wire wrap. There is also a stinger hook attachment on the top back portion of the bait.

Available in these sizes:
- 10" - (very slow, slow, medium, fast)
- 8" - (very slow, slow, medium fast)
- 7" - (very slow, slow, medium, fast)
- 6" - (very slow, slow, medium, fast)
- 5" - 2 pack (medium)
- 4" - 3 pack (medium)
- 3" - 4 pack (medium)
It's finally here! Yes, the bait that almost won Amistad is here! Only two prototypes existed during the Amistad tournament, yet Fred Roumbanis and Steve Kennedy managed to finish 3rd and 19th during the event!

6” size stocked in the 16 colors shown. 5” and 7” sizes available on pre-order basis only.
This bait is going to be the go-to bait when weedless swimbait fishing is the method of choice. Comes in a ton of cool colors.

There are 3 sizes 5", 6.50 inch and 8.25 inch! Each comes in a two pack with an Owner Hook. Simply thread your line through the hole in the head, bring the line out through the belly and tie on the hook. Pull the line taut and bring the hook up and out of the back of the bait. The hook rides between the dual dorsal fins making the baits weedless.

When you see the weedless rigging, and the engineering that went into this bait, you will have to add it to your trophy fishing arsenal!
Check out our new wood bait called Bass Candy. This lure comes in 6”, 7”, and 8” lengths. This lure took months of non-stop trial and error to create the PERFECT wood swimbait, with no peers. Notice that the lure identically mimics a fish from the moment it hits the water. It does not nose dive or death spiral, but rather falls perfectly horizontally. When it hits the bottom, it sits on its hooks and does not flop over in the weeds. When retrieved at a crawl, it swims. When burned in with a high speed reel, it swims. It is just, plain and simple, the perfect wood swimbait.

Proven double jointed design in great bass catching colors. Stop paying $50 for baits that are painted like crap. We spared no expense on this bait using premium extra heavy duty hardware, lexan tails and harpoon sharp Plasma Point hooks. Each bait has over an hour of painting time alone and there are 24 paint and hard coat steps just to finish a single lure.

Pro Staff member Mike Lavallee shows off his catches with the Bass Candy.

Bass Pro Mike Tobey with a nice largemouth that couldn’t resist the ultra-realism of the Bass Candy.
The Bull Bream is one awesome hand-carved swimbait! There is nothing like this on the market today as this bait really snakes through the water. Designed by Georgia bass pro Mike Bucca, this bait is sure to catch you some real donkeys.

The Bull Bream is 6 inches long with a soft rubber tail!

Now available in Jr. size - 4.5 inches long!

Reaction Strike Pro Staffer Dave Ottman proudly displays a Bull Bream.
Wow, what a swimbait. Every fin is represented with lexan and this bait just flat rocks! This is the Ultimate Wood swimbait ever created. This lure casts like a bullet, and swims through the water with an absolutely beautiful swimming motion. If you are after giant bass, or big muskies and pike, this lure is for you. This lure features razor sharp Plasma Point hooks, and features paint jobs beyond anything out there. There simply is not nor has ever been a nicer wood swimbait ever created.

Now available in Jr. size - 6 inches long!
The Craw, Jr. is one of the deadliest baits on the market today. Big bass just cannot resist the incredible realism of these lures. Super soft plastic allows the claws and legs to dance tantalizingly in front of gamefish. The hollow body allows the fisherman to weight the bait or rig it in numerous ways and makes this lure one of the most versatile of its kind.

The Craw, Jr. represents the latest in crayfish imitation baits. The Craw, Jr. is a hollow body crayfish with paint patterns not previously possible. Colors and eyes are locked down below a clear coat of soft plastic that prevents the colors or eyes from degrading during use.

Blue Craw
Chartreuse Shiner
Eddie’s Two Ton Craw

Junebug
Pearl White
Red & Green

Red Pumpkin
Roadkill Camo
Sexy

Shad
Watermelon Candy
Watermelon Red

Watermelon Seed

3.5” & 4.5” sizes
Designed by Elite Bass Pro, Mark Burgess, the Naked Toad is absolutely the baddest Toad available today. It creates more noise (as measured in decibels) than any other toad or frog on the market today. And that means more surface explosions and more monster bass in your livewell. This bait has taken years to perfect, and the magic of the Naked Toads is due to our proprietary Plastic Formulation that we call Formula F - yes, the F stands for FISH!!!

The Naked Toad is very versatile and can be rigged any way you would traditionally rig a Toad or Frog. The Naked Toad is 4” from nose to tail.

Bass Pro Mark Burgess with a nice largemouth that came completely out of the water to eat a Naked Toad fished on top of slop.
If ever a name said it all for a bait, such is the case with The Catfish. This lure is a perfect duplication of a small channel cat or bullhead. The detail on this bait is so incredible you have to see it to believe it.

In testing, this bait was hammered by huge bass, and giant walleyes. Clever walleye fishermen know how deadly a willow cat is, and this bait comes closer to representing a willow cat than any bait on the market. The Catfish is 4” long.

Note: Reaction Strike is not responsible for broken rods, burned out drags, broken line and the high blood pressure associated with the use of this product!
Jerkbait fishing has been around for a long time. But until the Split Tail, Jr. every other jerkbait was essentially the same bait by a different manufacturer. The Split Tail, Jr. changes all that. This bait is hollow inside, creating a much slower fall if fished with an unweighted hook. The real power of the bait is the ability to add lead in the hollow cavity. You can add a rattle too, if conditions dictate. We even have Pros adding scent, and another uses foam to enclose the cavity creating a waking jerkbait. As we said, there is no jerkbait on the market that is in the league of the Split Tail, Jr.

This bait is available in 4 or 5 inch sizes and comes in a 5 pack! Proprietary final dipping process locks eyes and paint patterns below a clear layer of soft plastic! The beautiful finish you see when you buy the lures will last until the biggest, meanest fish in your waters absolutely chomp them.

During testing, this bait was absolutely deadly on bass, redfish, walleye, pike and musky. Tie one on and say hello to the biggest fish in your lake.

Guide, and Reaction Strike Pro Matt Haag unhooks a nice Tarpon that fell for a 5” Split Tail, Jr.

COMING SOON: Albino, Croaker, Bruise, Ssal & Pepper, Black Shad, Natural Shrimp, Sardine, Rootbeer, Watermelon Seed, Two Penny
This deadly bait is sweeping the Gulf Coast and ravaging trout and redfish along the way. So effective, it should be outlawed in all 50 states! Colors are stunning, and the action of this lure has to be seen to be believed.

The Mullet Jr and the Jerk Jr have been designed after extensive field testing with several of the top Redfish Cup professionals, professional guides and captains from Mosquito Lagoon, to Tampa Bay all the way West to the world famous Baffin Bay. The Mullet Jr and the Jerk Jr are the only Redfish and Trout lure system utilizing the new for 2010 Reaction Strike™ FLATS LOK™ Jigheads.

These lures can be worked with a steady retrieve, a jerk & pause or a bottom bouncing motion. Absolutely deadly & absolutely the nicest lures in the market. There has been no expense spared from the industry leading durability, Holographic Eyes, CNC Pad Printing and the Exclusive Reaction Strike™ IHD Injection Hand Dipped process. Available in 3.5” and 4.5” sizes.
The Diet Jerk, Jr. is the lower priced version of the Jerk, Jr. Action, and sizes are identical, but instead of holographic eyes, the eyes on the Jerk, Jr’s are painted. Comes in an 8 pack and simply the best priced baits of it’s kind on the market. The Diet Jerks have the same frantic minnow action of the Jerk, Jr’s. Tournament tested and field approved by our USA and International Pro Staff!

Available in 4.5” sizes.

- Albino
- Alewife
- American Shad
- Anchovie
- Bock Country Minnow
- Black Chartreuse Tail
- Black Shad
- Blue Runner
- Bruise
- Coppertone
- Croaker
- Electric Chicken
- Green Mullet
- Mexican Flag
- Mullet
- Natural Shrimp
- New Penny
- Pearl Chartreuse
- Purple Haze
- Hoio Pink
- Plum Chartreuse
- Rootbeer
- Salt & Pepper
- Sardine
- Shrimp
- Squid
- Strawberry Whitetail
- Watermelon Seed
- Watermelon Shad
- Zuccinni

COMING SOON: Red Rootbeer

Captain Steve Utley heartily endorses the Jerk & Diet Jerk, Jr.
The Diet Split Tail is the lower priced version of the Split Tail, Jr. Action, and sizes are similar, but instead of holographic eyes, the eyes on the Diet Split Tail are painted. Comes in a 10 pack and simply the best priced baits of its kind on the market. The Diet Jerks have the same frantic minnow action of the Split Tail, Jr’s. Tournament tested and field approved by our USA and International Pro Staff!

Available in 4.5” sizes

- Albino
- Anchovie
- Black Shad
- Croaker
- Holo Pink
- Natural Shrimp
- Plum Chartreuse
- Rootbeer
- Shrimp
- Watermelon Red
- Zuccini
- Alewife
- Backcountry Minnow
- Blue Runner
- Electric Chicken
- Mexican Flag
- New Penny
- Purple Haze
- Salt & Pepper
- Sirawberry
- Watermelon Shad
- American Shad
- Black Chartreuse
- Bruise
- Green Mullet
- Mullet
- Pearl White Chartreuse
- Red Rootbeer
- Sardine
- Squid
- Watermelon Seed
The Diet Mullet is the lower priced version of the Mullet, Jr. Action, and sizes are similar, but instead of holographic eyes, the eyes on the Diet Mullet are painted. Comes in a 10 pack and simply the best priced baits of its kind on the market. The Diet Mullets have the same paddle tail action of the Mullet, Jr’s. Tournament tested and field approved by our USA and International Pro Staff!
The Mullet, Jr. takes soft plastics to a new level. The tiny paddle tail on this bait will thump at slow speeds and really drives the big ones crazy. At high speeds, the bait has an ultra high frequency thump! Rigging with a lightly leaded EWG belly weighted Reaction Strike hook creates a bait that can be fished incredibly slowly, right near the surface. Rig with a heavier hook and fish it along deep dropoffs where the monsters hang out.

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COMING SOON: Johnny Miller, New Penny & Strawberry White Tail
The Fathead, Jr. comes in 3”, 4”, 5”, 6” and 8” lengths. The first thing you will notice about these lures is the 24 incredible colors and wide array of sizes we offer. The Fathead, Jr. changed everything when it comes to split bodied, paddletail swimbaits. And since their introduction in late 2007, we sold enough of them to sink the Titanic.

The Fathead, Jr’s were engineered to create a tantalizing belly roll when retrieved. Other similar lures just come through the water with a tail waggle, but the first thing you will notice with Fathead, Jr’s is that the entire body shimmies during retrieve. The second thing you will notice is that monster bass eating the bait like it has been fasting for a month.

These baits can be fished in so many ways, which is part of the reason for their success. Use Reaction Strike EWG belly weighted hooks, or any of the myriad of internal weighted hooks. They can be used on jigs, or wacky rigged, or even fished weightless, like a dead minnow.

Another nice slot redfish falls to a Fathead, Jr.

12 Saltwater Colors

Alewife
American Shad
Anchovie
Blue Runner
Electric Chicken
Mexican Flag
Purple Haze
Red Rootbeer
Shrimp
Squid
New Penny
Zuccini

Tie one on - you won't be sorry!
Striper Candy is exactly that – Striper Candy! Everyone knows stripers love eels, and when it comes to catching monster cow stripers, nothing beats stripers candy. The 6” size comes in a fully rigged 3 pack, 10” comes in a fully rigged 2 pack and the 12” size is a single rigged bait. The hooks are razor sharp and tied together with 100 pound flexi wire. Ultra soft plastic makes this bait dance in even the slightest current or tide.

We have all the popular colors, and all come with the holographic eyes and paint patterns protected and locked in place under a final clear coat of soft plastic.

Proprietary Helix™ Technology locks the soft plastic to the hooks. It is virtually impossible for the hooks to come loose. Never again will you waste time re-adjusting hooks and re-rigging soft plastic eels.

Monster pike eat eels too! This big European pike ate a 12” Striper Candy in the Alewife pattern.

Rick Quade with a gigantic 35lb. Indiana Striper that tipped the scales a few ounces shy of the current Indiana State record.

6”, 10” & 12”
Reaction Strike gaffs are offered in 3', 4', 5', 6', 7' and 8' models.

The blade is so sharp that if it touches meat, it will stick. Hydrodynamic head allows for maximum control.

Reaction Strike gaffs feature hooks made out of premium Marine Grade Stainless Steel. Handles are made out of ultra strong and flexible fiberglass. Hook sizes are 3", 4" and 6", and are ideal for hauling aboard blue water monsters. It is simply impossible to find a higher quality gaff than these.

The advantage of our gaffs is the hydrodynamic design which allows one to easily maneuver the gaff into place. Once positioned in place, the gaff is guaranteed to stick.
Bulldawg Rods

Standard Bulldawg Rods are available in 7’, 7’6”, 8’, 8’6” and 9 foot lengths and in powers ranging from Medium, Medium Heavy, Heavy, Extra Heavy and XXXH. Standard Bulldawg rods are available in casting and in one and two piece spinning. Evolution Bulldawg rods are available in 8’ and 8’6” lengths, and in Medium, Medium Heavy, Heavy and Extra Heavy. Revolution Bulldawg rods are available in adjustable 8’ to 8’9” lengths and in powers from Medium, Medium Heavy and Heavy.

<table>
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<tr>
<th>Description</th>
<th>UPC</th>
<th>Length</th>
<th>Action</th>
<th>Lure Wt.</th>
<th>Line Wt.</th>
<th>Speed</th>
<th>Guide #</th>
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<tr>
<td>SPRING / BUCKTAIL</td>
<td>879214001260</td>
<td>7”</td>
<td>MEDIUM</td>
<td>3/4 - 4 oz.</td>
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<td>879214001277</td>
<td>7’6”</td>
<td>MEDIUM</td>
<td>3/4 - 4 oz.</td>
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<td>879214001284</td>
<td>8’</td>
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<td>SPRING / BUCKTAIL</td>
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<td>3/4 - 4 oz.</td>
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<tr>
<td>REGULAR / JIG / CRANKBAIT</td>
<td>879214001314</td>
<td>7”</td>
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<td>1 1/4 - 7 oz.</td>
<td>40 lb.</td>
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<td>1 1/4 - 7 oz.</td>
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<tr>
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<td>7”</td>
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<td>2 - 10 oz.</td>
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<tr>
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<td>9’</td>
<td>HEAVY</td>
<td>2 - 10 oz.</td>
<td>50 lb.</td>
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<td>SUPER MAGNUM</td>
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<td>4 - 16 oz.</td>
<td>65 lb.</td>
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<tr>
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<td>4 - 16 oz.</td>
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<tr>
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<tr>
<td>TROLLING / LIVE BAIT</td>
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<td>7’5”</td>
<td>EXTRA HEAVY</td>
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<tr>
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<td>EXTRA HEAVY</td>
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<tr>
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<td>MONSTER MAG ROD</td>
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<td>8-40 oz.</td>
<td>100 LB.</td>
<td>FAST</td>
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</table>
The Mattlures line of swimbait rods were designed and tested by swimbait fisherman, for swimbait fisherman. There are several rods in each series that will cover all your swimbaiting needs. From the tiny paddle tail baits to huge trout baits that weigh over a pound. There is a rod that is perfect for each technique. Unlike some rods, the Mattlures rods have an accurate line and lure rating. This is very important when choosing the proper rod to match your situation.

Every rod has just the right amount of backbone and just enough give in the tip to launch the appropriate baits and properly fight a trophy fish. These rods are comfortable and light with great balance for many hours of hard fishing with little fatigue. Each rod comes equipped with a retractable butt. Extend the butt for more leverage for making extremely long casts. Retract the butt for working big top water baits and for other techniques and baits that require the angler to produce a desired action.

The Mattlures signature series features 11+ tip (the 8’10 has 13+ tip) Fuji SIC guides. IM 9+ Tech Microweave graphite, the highest quality graphite available today. The reel seats are Fuji ASC on the Med Hvy through the XHvy. Each rod also comes a retractable but section. The Signature series comes with a protective rod sock. All signature series comes with a lifetime warranty.

Select from 5 models

<table>
<thead>
<tr>
<th>Length</th>
<th>Model</th>
<th>Lure Weight</th>
<th>Test</th>
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<tr>
<td>7’7”</td>
<td>Med Hvy</td>
<td>1-4 oz. lures</td>
<td>10-20lb test</td>
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<tr>
<td>7’7”</td>
<td>Hvy</td>
<td>2-6 oz. lures</td>
<td>15-25lb test</td>
</tr>
<tr>
<td>7’7”</td>
<td>XHvy</td>
<td>4-9 oz. lures</td>
<td>17-30lb test</td>
</tr>
<tr>
<td>7’7”</td>
<td>XXXHvy</td>
<td>6-20 oz. lures</td>
<td>30-80lb test</td>
</tr>
<tr>
<td>8”</td>
<td>XXXHvy</td>
<td>6-20 oz. lures</td>
<td>30-80lb test</td>
</tr>
</tbody>
</table>

Matt Servant of Mattlures shows off his new line of Big Bait Sticks! (Photo courtesy of TackleTour)
Shad Clone™

The most realistic imitation bait ever created.

The Shad Clone was molded from an actual 10 inch Gizzard Shad and is anatomically correct in every dimension. The Shad Clone is now available in 7”, 8” and 10” sizes.

The bait was designed with an internal rattle chamber to call fish from great distances. The perfect side profile means that giant muskies, pike, stripers and other top-of-the-line predators will strike this bait because it looks exactly like the forage they feed on. The soft plastic skin is very durable and tough and will resist teeth. Should the bait develop a rip, simply dry the lure and superglue.

Another monster pike falls to the Shad Clone.

Also available in custom colors
What can we say about this lure. In one year, this lure has been featured on In-Fisherman TV with Doug Stange and Pro Staffer Fred McClintock, and has won 2 major muskie tournaments in Wisconsin.

The Shimmy Shad was the first lure ever designed by Reaction Strike, and to this day remains incredibly popular. It has accounted for countless monster muskies, bass and Lake Trout. The Shimmy Shad comes in 6 inch, 8 inch, 10 inch and 12 inch versions. The Shimmy Shad has the most unbelievable “shimmying” action of any bait on the market. When retrieved, the entire baits shimmies in the water, exactly like a swimming Shad. The tail moves at even the slightest speed. And, at high speed, the tail goes absolutely wild in the water. Shimmy Shads are moderately weighted, and can be fished shallow or deep. It is absolutely the perfect swimbait for shallow to mid water situations. This lure drives the big ones wild!

The First Lure from Reaction Strike

Also available in custom colors
The Fathead was the second lure ever designed by Reaction Strike, and to this day remains incredibly popular. It has accounted for countless monster muskies, pike, bass and Lake Trout. The Fathead comes in 5 inch, 8 inch and 11 inch versions. The Fathead has the most unbelievable side-to-side tail undulation of any bait on the market. The giant, oversized tail moves at even the slightest speed. And, at high speed, the tail goes absolutely wild in the water. Fatheads are lightly weighted, and can be fished very shallow. It is absolutely the perfect swimbait for shallow water situations.

Drives the BIG fish wild!

Also available in custom colors
Available in 4”, 6”, 8” and 10” lengths. The ultimate walk-the-dog topwater lure. You can work it fast or work it slow. Working it slow allows the bait to tail kick and produce a sound that big muskies love!

This bait also comes with 3 coats of UV cure epoxy coating so you can be sure your baits will not chip and become water logged. Great open water lure!

Also available in custom colors
Endorsed by one of the true living legends of Freshwater Fishing, Fred McClintock. Back in the early 70’s, Fred used to hand carve these exact baits for his friends and customers and still has 3 originals to prove it!

8+ inches long! Comes with 3 Harpoon Sharp Plasma Point Hooks.

Also available in custom colors.
The DaGlide is the largest commercially made glide bait on the market today at a full 8+ inches long. It is also a very wide bodied bait, which creates an enormous profile that really gets the attention of the biggest fish around.

The DaGlide is easy to work either with rod tip taps or it can even be made to run with only reel speed changes. This bait moves so much water that it is literally a beacon to hungry predators. The DaGlide accounted for over 50 - 50 inch muskies and pike in 2009 that we know of, and probably many more.

A Beacon to Hungry Predators

Kris Reibel, of Reaction Strike, with 1 of 5 muskies caught that day on a DaGlide.
Here’s a subsurface “walk the dog” style glider that gains more popularity every year. The beautiful hand carved wood makes each Glider G work with a fantastic action that’s hard to duplicate in plastic baits. Short taps of your rod tip will make this 6 ½” glider cadence with more consistency than a metronome. Give this bad boy a try and just watch what kind of magic it conjures up!

Black Bar Perch
California Trout
Northern Pike
Purple Shiner
Smokey’s Perch

Black Bar / Silver Perch
Electro White Glow
Photo Shad
Redheaded C-Bra
Sunset

100% Satisfaction Guaranteed
Mini Glide

3.5" long & awesome glide action

Wow, a bass sized glider that glides like a dream and is the perfect musky lure when it is time to downsize! Also deadly on Springtime Muskies, pike and Stripers.

Black Bar Perch
Black Bar / Silver Perch
California Trout
Electo White Glow
Northern Pike
Photo Shad
Purple Shiner
Redheaded C-Bra
Smokey’s Perch
Sunset

Pro Staffer Mike Lavallee holding his latest catch with the Mini Glide.
Fish Tail Spin Series baits come in incredible lifelike colors and each pack has a pre-leaded, pre-hooked replacement tail. Each bait is 8 inches long and comes with single or dual spinner blades.

Red hooks and unbelievable action in the water. Hold onto your rod with these lures as very little can resist their lifelike action.
The name says it all. This twitch/crank bait measures a solid 8 inches and puts out a wobble that will drive the muskies wild.

A great early season lure and one that can be worked in and around your favorite rock pile or weed bed. This bait also comes with 3 coats of UV cure epoxy coating for a lure that will stand up to these mighty toothy critters!

Rick Quade of Reaction Strike with a nice Quiver Critter caught musky. In the spring, when muskies are on the feed bag and often very shallow, the Quiver Critter is a deadly as it gets.
The 5” Quiver Critter, Jr is a deadly early season bait when pike and muskies are feeding on smaller prey. This bait can be cast, or trolled and is deadly when fished near or over weed tops. The Quiver Critter, Jr. has accounted for some truly huge muskies and pike over the years. Available in beautiful colors and equipped with razor sharp Plasma Point hooks.
Sarah Terry and her dad haul aboard a monster musky!

When we decided to build nets, our only goal was to build the best musky and pike net ever created. Instead of inexpensive plastic yokes, we make our yoke out of machined billet aluminum. All the tubular aluminum is engineered and extruded with internal walls creating unmatched strength. And we took it one step farther by providing a 6 foot handle instead of the normal 4’ handle. This gives the net man incredible reach to net fish from farther away resulting in less lost fish. Plus, for the solitary angler this net is absolutely a must.

Extra heavy duty rubber coated netting helps preserve fish by reducing fin cuts and slime removal from fish. It is also next to impossible for hooks to embed in the netting which results in quick and easy netting of even the largest gamefish.

Comes in 3 sizes: 32 inch hoop, 36 inch hoop and 40 inch hoop.
Reaction Strike was founded in 2004 by Rick Quade and Kris Reibel. From the very start, Rick and Kris set out to make fishing tackle that was truly unique. Being avid anglers, they sought to produce a brand that would cater to Professional Fishermen, while at the same time providing superior products at a price within reach of the average angler.
Nothing makes us happier than seeing Trophy Fish being caught by our customers all over the world. Our baits can be found in Tackle Stores in 43 countries. From Russia to the Ukraine, to South Africa, Australia, Poland, Turkey, Thailand, Japan, and virtually every Western European country, Reaction Strike baits are the “go-to” baits of experienced anglers.

www.reactionstrike.com
Andy Alexander, Bass
Warren Barnes
Danny Barrow
Dave Beckett
Kees Beerens, Pike XL
Aart Bergsma, Pike XL
Spencer Berman, Musky
Richie Boggs, Walleye
Mark Burgess, Bass
Mike Bucca, Bass
Fabio Cester, Pike - Italy
Aart Bergsma, Pike XL
Spencer Berman, Musky
Richie Boggs, Walleye
Mark Burgess, Bass
Mike Bucca, Bass

Marco Fust
Micah Gibson
Dave Gorden, Bass
Mat Haag, Redfish
Jeff Hanson, Musky
Wade Headrick, Bass
Steve Herbeck, Musky
Dustin Hilliard, Redfish
Libby Hoenke, Musky
Sean Hoernke, Bass
Ferry Hoogakker, Pike XL
Roland Hulskamp, Pike XL
Jeff Koerner, Bass
Sonny Kopech, Bass
Steve Jensen, Musky
Mike Keyes
Johannes “Jo” Lage, Pike
Danny Latham, Redfish
Mike Lavallee
Nick Madison, Bass
Marc Marcantonio, Bass
Fred McClintock, Stripers
Mike McCoy, Bass
Michael McGhee
Cody Meyer, Bass
Denny Nielsen, Smallmouth / Walleye
Dave Ottman, Bass
Doug Pavick, Musky
Spence Petros, Musky
Yuri Pijnacker, Pike XL
Matteo Poli, Bass - Italy
Luca Quintavalla
Alberto Rizzini, Ireland
Joost van Rossel, Pike
Andrew Sams, Bass
Ralf Scheipers, Pike
Chris Schneider
Mike Shappy, Redfish
Scott Schiefelbein
Paul Schlagel, Musky
Chris Shuber, Bass
Jess Settem, Bass
Wes Stevener, Bass
Jason Summers, Musky
Tom U., Musky
Steve Utley, Saltwater
Riccardo Valentini, Pike
Claire Venne, Pike / Musky
Normand Venne, Pike
John Wick, Bass
Mark Williams, Stripers

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