

PINNACLE FISHING

ADVERTISING, MARKETING CAMPAIGN



PINNACLE MASTER CATALOGUE



PINNACLE FISHING 2014 Master Catalog

Engineered for Peak Performance.

PINNACLE TOURNAMENT CLASS TACKLE

All Pinnacle Fishing gear is built to suit the winning fish in your bowl. We do that by crafting innovative, high-performance fishing gear specifically designed to fuel your passion and keep you ahead of the competition. Our eye-opening 2014 Tournament Class rods and reels demonstrate once the bar on performance, with the most advanced technology-specific rods available today, and reels that are markedly lighter, smoother and stronger than any you've ever fished before. All of our Tournament Class rods are developed and used without modification by over 10 teams, ready to fish at a higher level! Elevate your performance, with quality gear from Pinnacle!

OPTIMUS OP40

For 2014, we've introduced our premier baitcasters, adding from the lightest reel in their class by 10%—with no loss of power or performance. Now you can fish longer and stronger, with strong precision from over 100 ft. of 8 and 9.5 lb. test lines respectively, our top-of-the-line Primmus™

PERFECTA 7 DHC CASTING

PERFECTA 7 DHC SPINNING

PRIMMUS Xi

Ki and affordable Primmus™ IFE baitcast reels are the lightest category on the most "compact" handle. Matched to our 12 new precision-ground Perfecta™ DHC baitcast spool rods, they set the standard for affordable, low cost and fish-fighting tenacity.

PERFECTA 7 DHC CASTING

PERFECTA 7 DHC SPINNING

PRIMMUS™ Xi HAND TUNED BAITCAST REEL

Whether you're going hunting for an elusive new trophy or simply looking to round out your arsenal, you'll love the way this reel feels in your hands. It's not just the baitcaster, built to excel in the toughest situations and environments for precision performance. It's the subtle sophistication with which it was made. At just 5.8 ounces, it's virtually fatigue free and as smooth as cranking an over-sized one ball truck and half the bulk. The real-time strength of its 30 brand award winning carbon fiber sideplates and all-Durulon drive shaft, the fisherman's Primmus Xi will easily handle anything you or the fish throw at it.

Model	WT	LR	LR1	LR2	LR3
PRIMMUS Xi	5.8	121	131	141	16/14/12/10

Key Features:

- Hand Tuned for Smooth Performance
- 30 Brand Award Winning Carbon Fiber Sideplates
- 30 Brand Award Winning Carbon Fiber Drive Shaft
- Lightweight Durulon™ Spool, Drive Shaft, Main Gear, and Drive Shaft
- Lightweight Durulon™ Spool, Drive Shaft, Main Gear, and Drive Shaft
- High Speed 1:1 Line Ratio
- High Speed 1:1 Line Ratio
- High Speed 1:1 Line Ratio
- High Speed 1:1 Line Ratio
- High Speed 1:1 Line Ratio
- High Speed 1:1 Line Ratio
- High Speed 1:1 Line Ratio

PRODUCER™ LTE BAITCAST REEL

Pinnacle's lightest baitcast reel. This affordable, tournament-rated weight just 5.5 ounces, stands to serve as a premier baitcaster in your arsenal. It's built with a durable aluminum frame, BEP carbon fiber sideplates and side light, stainless Durulon™ spool, strong and smooth, the Producer LTE handles big loads with ease. Balance perfectly on premium rods, for superior handling with greatly reduced casting fatigue. Brand-wide 3,000+cm. intermediate value.

Model	WT	LR	LR1	LR2	LR3
PRODUCER LTE	5.5	121	131	141	16/14/12/10

Key Features:

- Lightest Baitcast Reel
- 30 Brand Award Winning Carbon Fiber Sideplates
- 30 Brand Award Winning Carbon Fiber Drive Shaft
- Lightweight Durulon™ Spool, Drive Shaft, Main Gear, and Drive Shaft
- Lightweight Durulon™ Spool, Drive Shaft, Main Gear, and Drive Shaft
- High Speed 1:1 Line Ratio
- High Speed 1:1 Line Ratio
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- High Speed 1:1 Line Ratio

PRODUCER XT/X BAITCAST REEL

Meet with a strong and rigid "Aluminum" metal frame and metal side covers. Now strategically designed to serve as a premier baitcaster in your arsenal. It's built with a durable aluminum frame, BEP carbon fiber sideplates and side light, stainless Durulon™ spool, strong and smooth, the Producer XT handles big loads with ease. Balance perfectly on premium rods, for superior handling with greatly reduced casting fatigue. Brand-wide 3,000+cm. intermediate value.

Model	WT	LR	LR1	LR2	LR3
PRODUCER XT/X	6.5	121	131	141	16/14/12/10

Key Features:

- Lightest Baitcast Reel
- 30 Brand Award Winning Carbon Fiber Sideplates
- 30 Brand Award Winning Carbon Fiber Drive Shaft
- Lightweight Durulon™ Spool, Drive Shaft, Main Gear, and Drive Shaft
- Lightweight Durulon™ Spool, Drive Shaft, Main Gear, and Drive Shaft
- High Speed 1:1 Line Ratio
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MEET THE PROS

We're thrilled to have some of the most accomplished and downright passionate fishermen in the world on our Pinnacle Pro Team. These guys grind their every day—because they love what they do and are driven to perform at the highest level. We admire their spirit and commitment to helping others enjoy this wonderful sport, and in return we pledge to build products that they'd be proud to put their name on.

Dave Wolak

The former Rookie of the Year one of the most consistent performers on tour, with 5 Bassmaster Classics and 23 Top 10 finishes to his credit. A rookie with a ticking stop.

Brandon Card

In his first year on the Elite tour, this power fishing phenom ran away with Bassmaster Rookie of the Year honors for 2013 and the new Perfecta DHC cranking rods.

Britt Myers

One of the best power crankers in the Bassmaster Elite Series, Britt has earned 5 Top 10 finishes. He was instrumental in developing the new Perfecta DHC cranking rods.

John Crews

A major force in the new age of bass fishing, a versatile Elite competitor is fitted to win any tournament he enters. A 5-time Classic qualifier who has taken square-bill cranking to the next level.

Paul Elias

One of the most revered anglers ever—all winning huge bags and winning tournaments after 25+ years on tour. The 102 Classic Champ is "the man" for open-water crankbaiting.

OPTIMUS™ LTE BAITCAST REEL

Your casting session is almost certain to have your hands perfectly out of the water. The Optimus LTE was designed to be a "game" reel you can count on to perform flawlessly, regardless of the situation or conditions. Built around tournament proven IFE forged 30 brand metal frame and Durulon™ components, we added custom BEP carbon fiber handle with reinforced 30 brand metal sideplates to improve its maneuverability and stability. And with the range of three gear ratios available, there's an Optimus LTE to suit any application.

Model	WT	LR	LR1	LR2	LR3
OPTIMUS LTE	6.1	141	151	161	18/16/14/12/10
OPTIMUS LTE	6.1	141	151	161	18/16/14/12/10
OPTIMUS LTE	6.1	141	151	161	18/16/14/12/10

Key Features:

- 30 Brand Metal Frame Construction with Metal Side Covers
- 30 Brand Metal Spool, Drive Shaft, Main Gear, and Drive Shaft
- Super Light Custom BEP Carbon Fiber Handle
- Lightweight Durulon™ Spool, Drive Shaft, Main Gear, and Drive Shaft
- Lightweight Durulon™ Spool, Drive Shaft, Main Gear, and Drive Shaft
- High Speed 1:1 Line Ratio
- High Speed 1:1 Line Ratio
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- High Speed 1:1 Line Ratio

PERFECTA™ 5 DHC RODS

Perfecta. Some strive for this holy grail more than others. So when Pinnacle set out to achieve perfection in a series of bass rods, we enlisted the help of a select group of B.A.S.S. and CFW touring pros—world-class fishermen that understand gross performance on the water. They described for us, in great detail, how "downcast" rods for specific bass fishing applications. Then, we began the process of turning fantasy into reality. Well, the wait is now over.

SPINNING GRAPHITE RODS

Model	Length	Power	Line	WT	LR	LR1	LR2	LR3	Action
PERFECTA 5 DHC	7'0"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	7'6"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	8'0"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	8'6"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	9'0"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast

FLIPPING/PITCHING & SWIMBAIT GRAPHITE RODS

Model	Length	Power	Line	WT	LR	LR1	LR2	LR3	Action
PERFECTA 5 DHC	7'0"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	7'6"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	8'0"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	8'6"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	9'0"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast

CASTING GRAPHITE RODS

Model	Length	Power	Line	WT	LR	LR1	LR2	LR3	Action
PERFECTA 5 DHC	7'0"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	7'6"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	8'0"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	8'6"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast
PERFECTA 5 DHC	9'0"	Medium	10-12	6.5	121	131	141	16/14/12/10	Fast

PINNACLE PRESS KIT FOLDER

TOURNAMENT CLASS REELS AND RODS



ENGINEERED FOR PEAK PERFORMANCE

www.pinnaclefishing.com

ADVERTISING & P.R.



New Pinnacle Tournament Class Tackle Has Arrived!

Built to meet the strict requirements of top B.A.S.S. and FLW touring pros, Pinnacle's new Tournament Class Reels and Rods are the result of proprietary technology, advanced design, and quality construction using the finest materials and components. They're also perfectly matched and balanced to form highly effective fish-catching systems. Feather light, hyper-sensitive, super strong and backed by a Limited Lifetime Warranty, our application-specific Tournament Class Rods complement the smoothness, castability and power of our new Tournament Class Reels. And, unlike the competition, we've managed to make our state-of-the-art tackle affordable. Professional-grade quality and performance at a price within reach - that's what Pinnacle Tournament Class is all about.



ONLINE ADVERTISING



Pinnacle FISHING
 PO BOX 81255, Irvine, CA 92602 • 888-547-9008
www.pinnaclefishing.com

PERFECTA DIT

CONSUMER SHOWS & SWEEPSTAKES



We're Spreading The Word!

We are devoting considerable time, energy and resources to ensure that Pinnacle Tournament Class tackle arrives on the scene with a bang. Eye-catching full-page print ads will appear in the nation's most popular fishing magazines. We'll also be working with key editors and writers to generate widespread editorial coverage. Online, you'll see exciting fish banners, streaming video, articles and sweepstakes. Look for us at major outdoor sports shows too, giving consumers a chance to get up close and personal with our hot new Tournament Class gear.

PINNACLE TRADE ADS

NEW Pinnacle® TOURNAMENT CLASS TACKLE
Professional-grade quality, precision and performance.

Pinnacle's new Tournament Class series. High-precision reels offering unsurpassed smoothness, power and reliability. Matching rods that are not only feather light and hypersensitive, but also amazingly strong and durable. State-of-the-art, professional-grade gear at a surprisingly affordable price. For serious bass fishermen, it's a dream come true.

OPTIMUS™ XLT
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PERFECTA™ DHC® RODS

Pinnacle FISHING www.pinnaclefishing.com Visit us at ICAST, July 15-17, Booth 538

THEY'LL BE ASKING FOR IT BY NAME. PINNACLE TOURNAMENT CLASS TACKLE.

We, at Pinnacle, are devoting considerable time, energy and resources to ensure that our new Tournament Class reels and rods arrive into a buzz. Eye-catching, full-page ads will appear in five of the nation's most popular fishing magazines. Informative features and pro tips too. Online, you'll see exciting Tournament Class banners, streaming video, articles and sweepstakes. We'll also be at major outdoor sports shows, giving consumers a firsthand look at our new professional-grade, yet affordable, gear. Of course, all of this exposure and promotional support is sure to generate significant demand. So, don't be surprised when consumers come in asking for it by name - Pinnacle Tournament Class.

Full-Page Print Ads & Articles

Online Advertising & Promotions

WIN!
TOURNAMENT CLASS TACKLE SWEEPSTAKES!

Online and In-Store Sweepstakes

PERFECTA™ DHC® RODS

Pinnacle FISHING www.pinnaclefishing.com

PINNACLE PERFECTA™ RODS
PERFECTION: SOME STRIVE FOR THIS LOFTY GOAL MORE THAN OTHERS.

So when Pinnacle set out to achieve perfection in a series of bass rods, we enlisted the help of a select group of B.A.S.S. and F.W. touring pros - world class fishermen that relentlessly pursue perfection out on the water. They classified for us, in great detail, their "dream rods" for specific bass-fishing applications. Then, we began the process of turning fantasy into reality. Well, the wait is now over. Pinnacle's Perfecta™ DHC™ Tournament Class Rods have arrived. And we think you'll agree, they're as close to perfect as humanly possible.

Machine Cut Spine Check Ring
Rods are cut and checked out check ring cuts by the precision machinery of every Perfecta rod.

Full-Grain Carbon
Every Perfecta rod is constructed with precision cut full-grain carbon fiber. The result is a rod that's both strong and sensitive.

Anti-Rattle Construction
We've eliminated the rattle that's often associated with carbon fiber rods. Our carbon fiber has been woven in a way that creates a natural anti-rattle effect. The result is a rod that's both strong and sensitive.

PERFECTA™ DHC®

"No synthetic substance in Pinnacle's Perfecta rods can you might think they would hold up to the punishment of the fish. You'd be dead wrong. They're rugged and powerful too. And the action is right in the money."
- Paul Egan, B.A.S.S. Elite Series Angler and Bassmaster Classic Champion

www.pinnaclefishing.com **Pinnacle FISHING**

PINNACLE BRAND ADS

Built to put the hurt on bass, not your wallet.



*John Crews
Professional Angler*

Fish at a higher level.

Pinnacle invites you to step up to today's most advanced fishing gear. Our cutting-edge Tournament Class reels and rods, designed by B.A.S.S. Elite and FLW pros and introduced last year, totally changed the game for serious anglers who demand top performance and great value. For 2012, Pinnacle continues to set the pace for technique-specific precision with the exciting NEW Perfecta DHC5 Micro Guide and Walleye series rods. And for avid anglers seeking an edge, our NEW Optimus Hand Tuned reels come individually pre-tuned for peak out-of-box performance in 8 critical areas. Look inside to see our full lineup—and explore the best values in



**OPTIMUS[®] XI
Hand Tuned**



www.pinnaclefishing.com

© 2011 Silstar Corporation of America.

Built to put the hurt on bass, not your wallet.



*Dave Wolak
Professional Angler*

Designed by pros, Pinnacle Tournament Class reels and rods put best-in-class technology in your hands, ready to compete at any level. Super-light design. Liquid-smooth operation. Lightning-quick response. And the raw, adrenaline-pumping power that comes with performing at your peak, for less than you'd think. Fish Pinnacle—and win.



**NEW OPTIMUS[®] SPINNING
Hand Tuned**



www.pinnaclefishing.com

© 2011 Silstar Corporation of America.

Built to put the hurt on bass, not your wallet.



*Paul Elias
Professional Angler*

Pinnacle Tournament Class gear puts the advantage of best-in-class technology in your hands. Designed by the pros, these advanced reels and rods have what it takes to compete against the best and win. Super-light design. Liquid-smooth operation. Lightning-quick response. And the raw, adrenaline-pumping power that comes with performing at your peak. All for a lot less than you'd think.



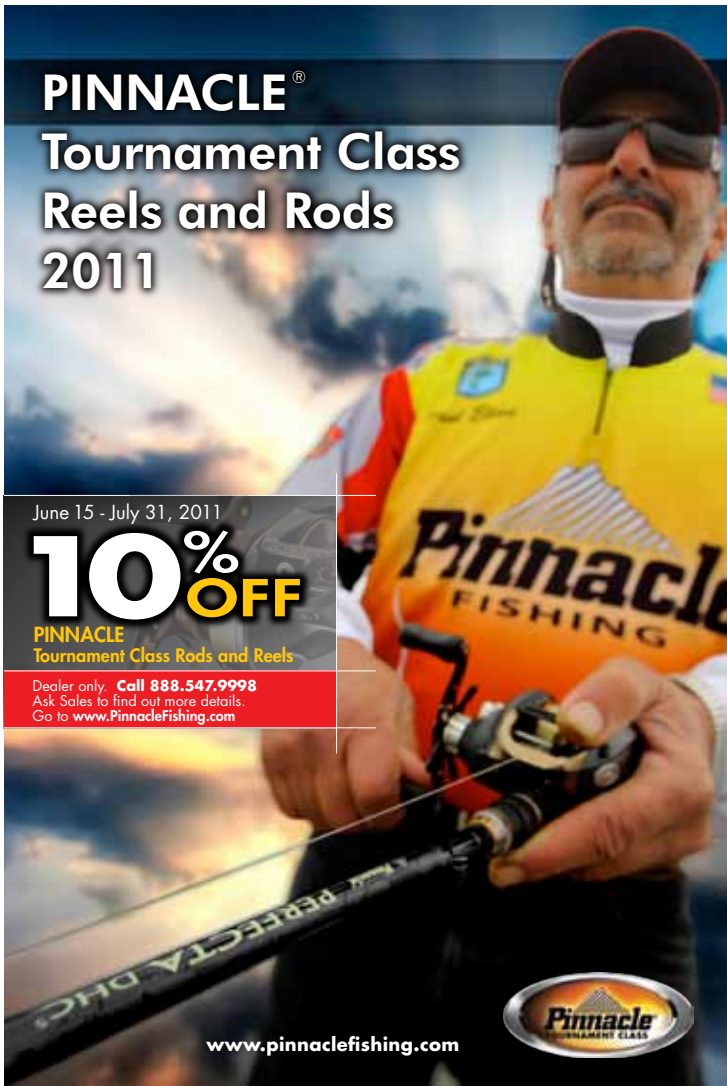
OPTIMUS[®] XT



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PINNACLE POSTCARD



PINNACLE[®] Tournament Class Reels and Rods 2011

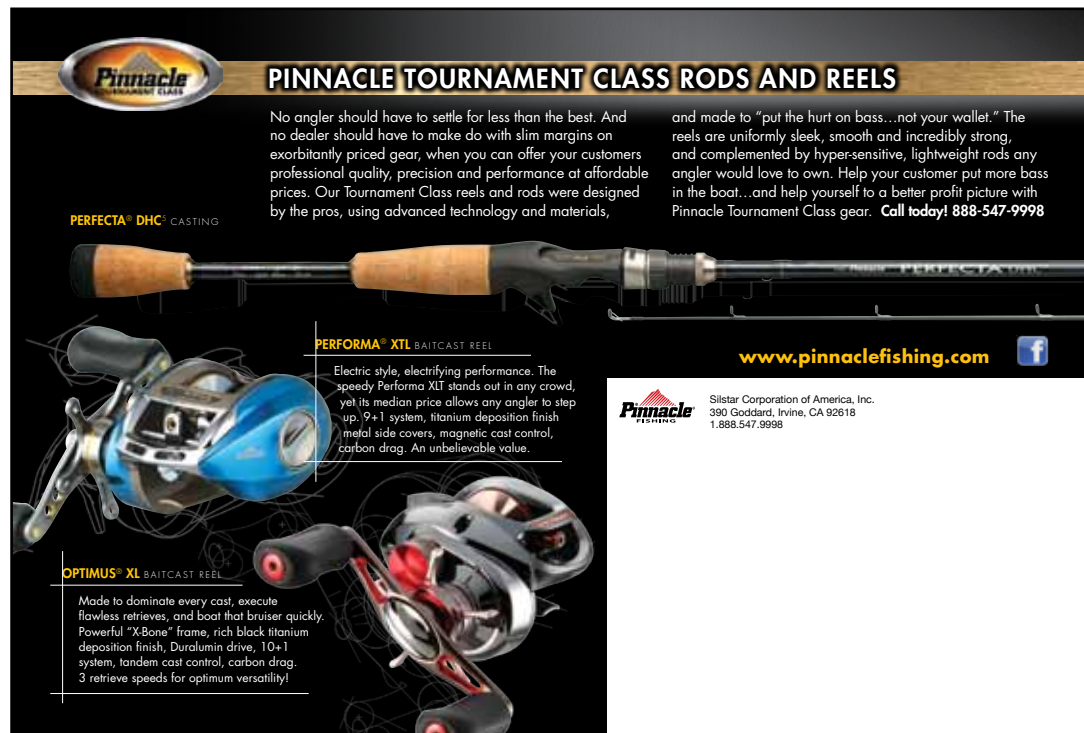

June 15 - July 31, 2011

10% OFF

PINNACLE
Tournament Class Rods and Reels

Dealer only. Call 888.547.9998
Ask Sales to find out more details.
Go to www.PinnacleFishing.com


www.pinnaclefishing.com



PINNACLE TOURNAMENT CLASS RODS AND REELS

No angler should have to settle for less than the best. And no dealer should have to make do with slim margins on exorbitantly priced gear, when you can offer your customers professional quality, precision and performance at affordable prices. Our Tournament Class reels and rods were designed by the pros, using advanced technology and materials, and made to "put the hurt on bass...not your wallet." The reels are uniformly sleek, smooth and incredibly strong, and complemented by hypersensitive, lightweight rods any angler would love to own. Help your customer put more bass in the boat...and help yourself to a better profit picture with Pinnacle Tournament Class gear. Call today! 888-547-9998

PERFECTA[®] DHC[®] CASTING




PERFORMA[®] XLT BAITCAST REEL

Electric style, electrifying performance. The speedy Performa XLT stands out in any crowd, yet its median price allows any angler to step up. 9+1 system, titanium deposition finish metal side covers, magnetic cast control, carbon drag. An unbelievable value.


OPTIMUS[®] XL BAITCAST REEL

Made to dominate every cast, execute flawless retrieves, and boat that bruiser quickly. Powerful "X-Bone" frame, rich black titanium deposition finish, Duralumin drive, 10+1 system, tandem cast control, carbon drag. 3 retrieve speeds for optimum versatility!

www.pinnaclefishing.com



Silstar Corporation of America, Inc.
390 Goddard, Irvine, CA 92618
1.888.547.9998



PINNACLE INSTORE COUNTER MAT

ENGINEERED FOR PEAK PERFORMANCE

OPTIMUS® Xi Hand Tuned

Top anglers looking to squeeze every last drop of performance out of their gear will appreciate our top-of-the-line Optimus XiHS Hand Tuned baitcaster. We individually hand tune each reel, putting it through a rigorous 8-step manual program covering every major system inside and out, to ensure it comes pre-calibrated for optimum casting, braking, retrieving and drag performance.

Of course, it doesn't hurt to start with the best materials and craftsmanship available, including our rugged X-Bone™ frame, all-Duralumin spool and drive train, quality double-shielded bearings, and super-tough carbon fiber handle and star drag. The NEW Optimus XiHS Hand Tuned baitcaster. Optimum performance, right out of the box.



OPTIMUS® SPINNING Hand Tuned

You want raw power with super-tuned performance, you got it. Our top-of-the-line reel holds nothing back. It's the only spinning reel on the market whose body, rotor, spool and handle—almost the entire exterior—are crafted from advanced RCF2 Reinforced Carbon Fiber, the wonder material that's stronger and more rigid than aircraft aluminum. There isn't a bass alive that can overpower this reel! And to make sure you get the best performance available in any spinning reel, we individually hand tune each reel before it leaves our facility, for optimized operation right out of the box. Get the hand tuned advantage. Get the powerful new Pinnacle Optimus today.



Dave Wolak

Grant Goldbeck

Britt Myers

Paul Elias

John Crew



Engineered for peak Performance.

www.pinnaclefishing.com

Engineered for Peak Performance

OPTIMUS® Xi Hand Tuned

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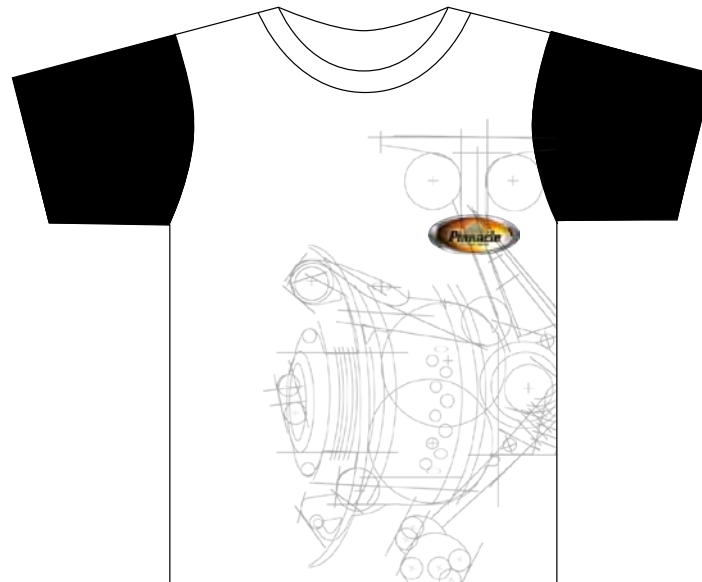
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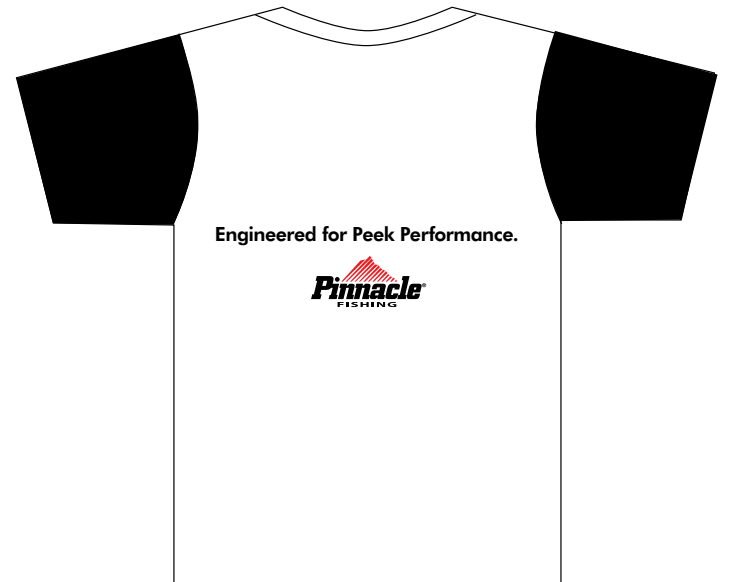
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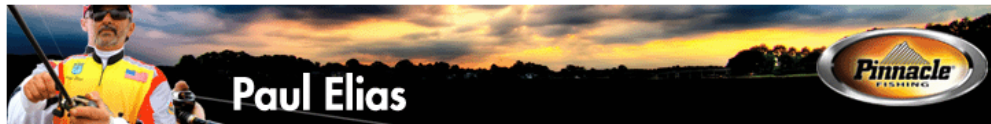
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BACK

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