



We are excited to announce the 2014 – 2nd quarter Pure Fishing Discount Purchase Program for your members. We have included almost the entire Pure Fishing portfolio at a discount of 25% of MSRP. Each member is allowed to purchase up to a total of 4 items during this quarter and the purchase window is May 1st through May 31st.

Each of you and your members are a key element in gaining awareness and education on our brands and products and we are proud to support you with our discount purchase program.

This program is not designed to circumvent any retailers and we strongly encourage your members to support them with any additional purchases.

Here are the instructions for placing orders:

Click the link below (this is a new address)

http://mpf.shakespeare-fishing.com/tackle_shack

Enter your complete email address as your username (this is how we will contact you regarding your order)

Enter this password: TackleShack@2012

Once you are on the home page, click **My Account** to enter your shipping address, etc. Save the information then click on **Products** to begin shopping. *If you ordered during the first quarter your account information is still in place.*

Add your selections to the shopping cart. You may increase the quantity of any product from the shopping cart.

When you have completed your order, submitted payment by credit card and logged out, you will receive an email confirmation of your order.

Thanks,

Roxanne Coleman

Senior Field Marketing Manager, Pure Fishing