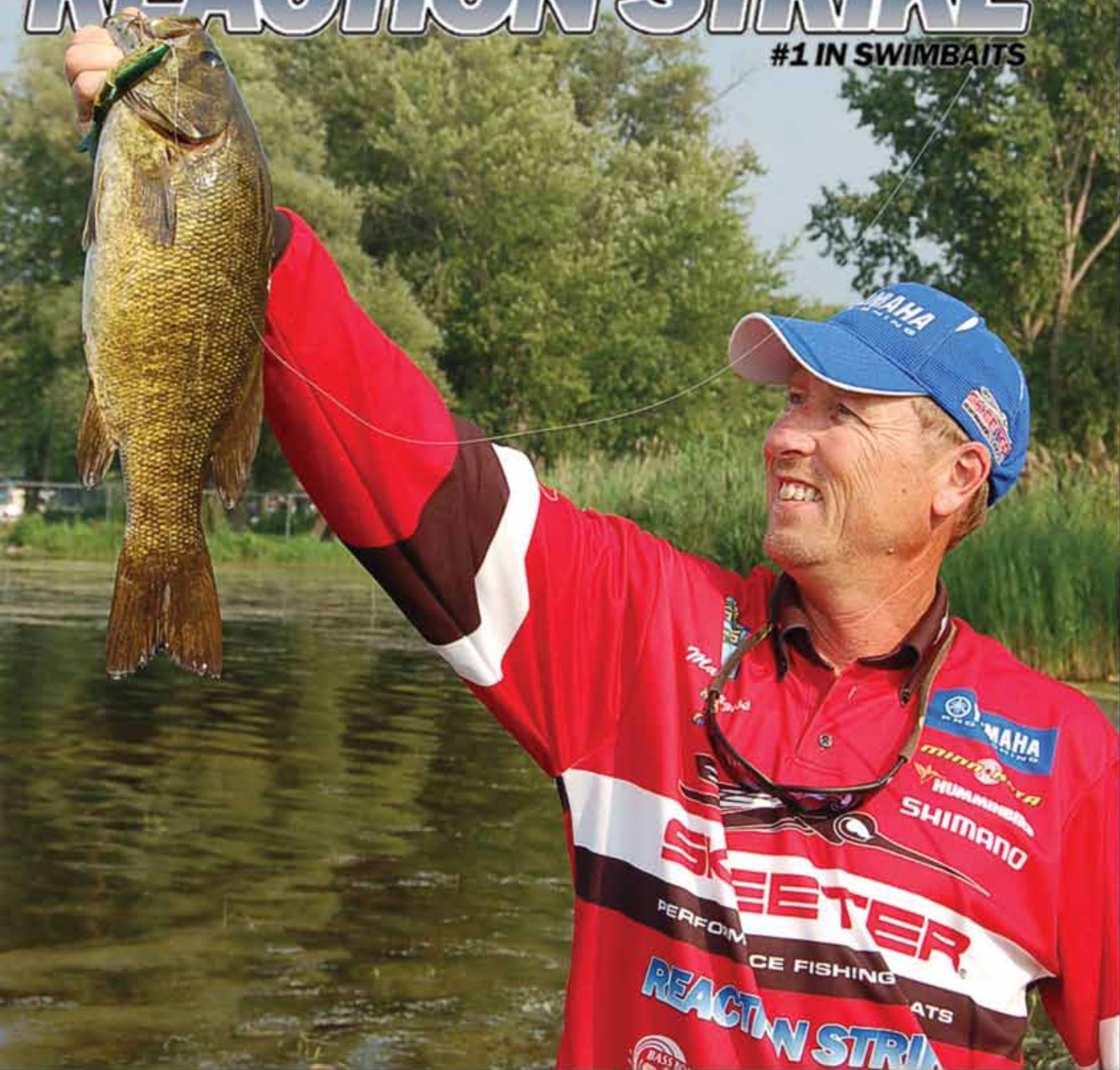


# REACTION STRIKE™

#1 IN SWIMBAITS



**INSIDE:** The All-New Revolution Shad  
The Amazing New Mullet, Jr.  
Gaffs, Rods, Hooks & More!



# The Revolution Shad

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

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.



American Shad



Baby Bass



Blue Back Herring



Bluegill



Bunker



Chub



Chrome



Ghost Ayu



Ghost BBH



Ghost Chartreuse Shad



Ghost Hitch



Ghost Minnow



Ghost Natural Shad



Ghost Perch



Ghost Rainbow Trout



Gizzard Shad



Glass Minnow



Golden Shiner



Green Sunfish



Hitch



Jerk Shad



Largemouth Bass



Live Bluegill



Live Crappie



Live Sunfish



Metallic Sunfish



Natural Matte Perch



Pearl



Rainbow Trout



Rayburn Red



Sexy



Silver Shad



Smelt



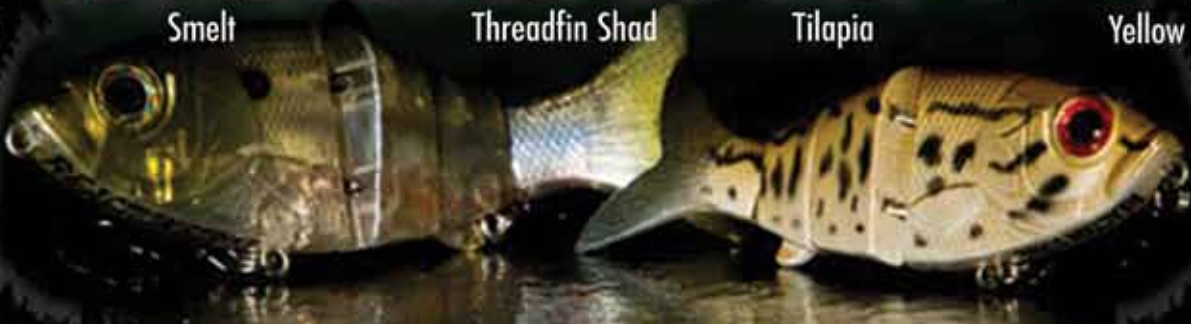
Threadfin Shad



Tilapia



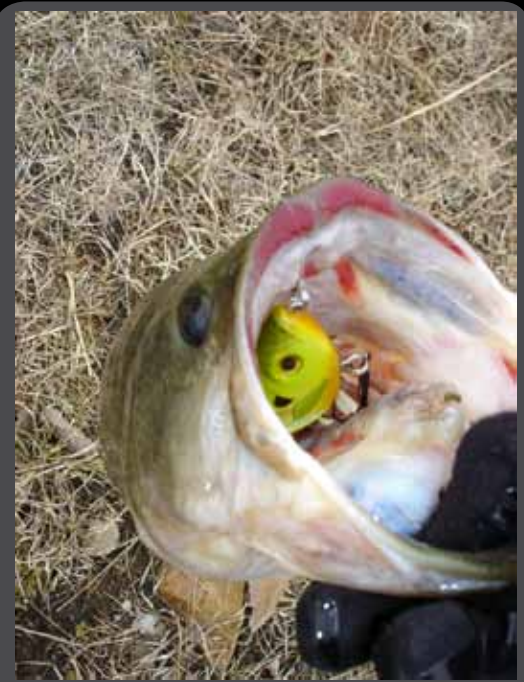
Yellow Perch



# THE REVOLUTION BLUEGILL.

Try the slow fall version as the most ridiculous killer bass bed bait ever invented. This bait will fall flat, and sit up on it's 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.



A Revolution Bluegill catches another one!



Bluegill



Crappie



Green Sunfish



Male Bluegill



Pumpkinseed



Red Ear Sunfish



Rock Bass



Snow White



Tilapia



Warmouth



# THE REVOLUTION

## 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.



American Shad



Ayu



Blue Back Herring



Ghost Minnow



Ghost Natural Shad



Metallic Largemouth Bass



Natural Matte Perch



Pumpkinseed



Sexy



Snow White



Warmouth



Yellow Perch

## XRM-80 / 100

This jerkbait comes in 3.2" (XRM 80) and 4" (XRM100) 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.



American Shad



Ayu



Blue Back Herring



Ghost Minnow



Ghost Natural Shad



Metallic Largemouth Bass



Natural Matte Perch



Pumpkin Seed



Sexy



Snow White



Warmouth



Yellow Perch

LENGTH: 3.15 inches

Suggested LINE: 4-20 pound mono, fluoro or braid

WEIGHT: 0.65 ounce

SWIMMING DEPTH: About 2 feet, depending on line weight, casting distance and rod angle

# CRANKBAIT SERIES

## XSD-77

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.



LENGTH: 4.0 inches    Suggested LINE: 4-20 pound mono, fluoro or braid  
 WEIGHT: 0.8 ounce    SWIMMING DEPTH: 1 to 4 feet, depending on line weight, casting distance and rod angle

## XSD-80



LENGTH: 3.2 inches  
 WEIGHT: 0.65 ounce  
 Suggested LINE: 4-20 pound mono, fluoro or braid  
 SWIMMING DEPTH: about 4 to 12 feet.

# THE REVOLUTION

## XDM90

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.



American Shad



Ayu



Blue Back Herring



Ghost Minnow



Ghost Natural Shad



Metallic Largemouth Bass



Natural Matte Perch



Pumpkin Seed



Sexy



Snow White



Warmouth



Yellow Perch

LENGTH: 3.5 inches Suggested LINE: 4-20 pound mono, fluoro or braid

WEIGHT: 0.75 ounce SWIMMING DEPTH: About 2 to 12 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 re-naming all your fishing partners to "net boy". Out produces other baits of it's 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 Suggested LINE: 4-20 pound mono, fluoro or braid

WEIGHT: 0.75 ounce SWIMMING DEPTH: 2 to 6 feet, depending on line weight, casting distance and rod angle



American Shad



Ayu



Blue Back Herring



Ghost Minnow



Ghost Natural Shad



Metallic Largemouth Bass



Natural Matte Perch



Pumpkin Seed



Sexy



Snow White



Warmouth



Yellow Perch

# CRANKBAIT SERIES

## TW70/TW90/TW110

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.



## XV55/XV65/XV75

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.



# THE REVOLUTION CRANKBAIT SERIES

## XPD90

LENGTH: 3.5 inches

Suggested LINE: 4-20 pound mono, fluoro or braid

WEIGHT: 1 ounce

SWIMMING DEPTH: 20 feet on long cast with 10 pound test



American Shad



Ayu



Blue Back Herring



Ghost Minnow



Ghost Natural Shad



Metallic Largemouth Bass



Natural Matte Perch



Pumpkin Seed



Sexy



Snow White



Warmouth



Yellow Perch

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.



# FLUTTERTAIL JR

The Flutternail, 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!



This lure has a split belly!



Another happy angler with a beautiful zander that mistook the Flutternail, Jr. for an easy meal.

- |   |   |  |   |
|---|---|--|---|
|  |  |  |  |
| Ayu   | Baby Bass   | Blue Back Herring  | Chartreuse Shiner   |
|  |  |  |  |
| Holo Shad   | Perch   | Shad   | Sexy  |
|  |  |  |  |
| Tennessee Shad  | Trout   | Pearl  | Watermelon  |

# FATHEAD, JR.

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.

## 12 Freshwater Colors



Tennessee Shad



Blue Back Herring



Watermelon



Baby Bass



Holo Shad



Shad



Ayu



Trout



Perch



Sexy



Chartreuse Shiner



Pearl White



Pro Bass Fisherman, and Reaction Strike Pro Staffer, Luca Quintavalla with a nice Texas Bass caught on a 4" Fathead, Jr.

# split tail, jr.

Fluke\* and jerkbait fishing has been around for a long time. But until the Split Tail, Jr. every other fluke/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 fluke or 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.



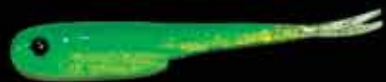
Ayu



Baby Bass



Blue Back Herring



Chartreuse Shiner



Holo Shad



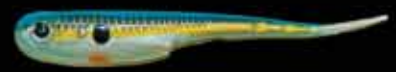
Pearl White



Perch



Shad



Sexy



Tennessee Shad



Trout



Watermelon

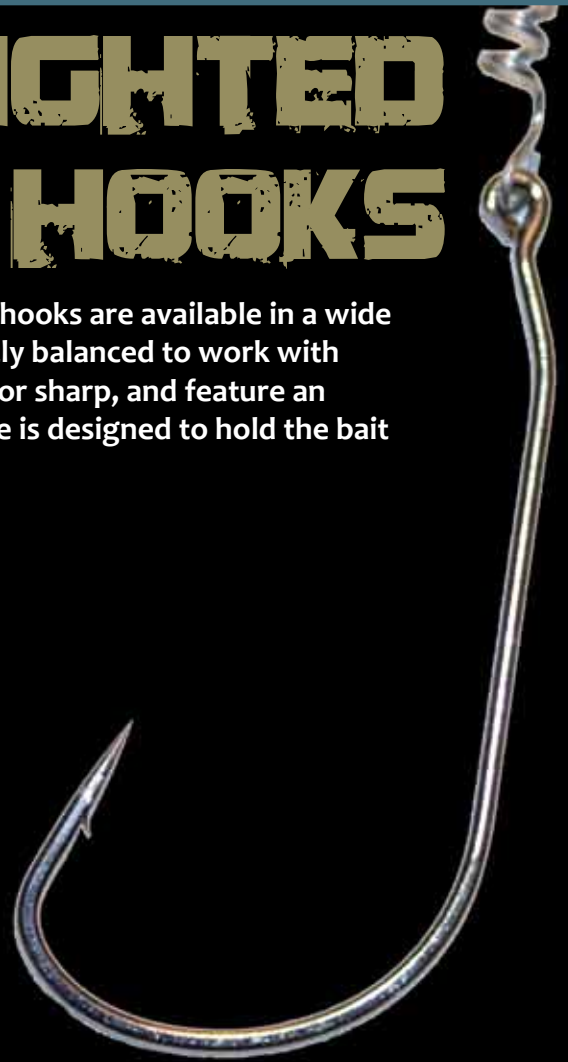
# EWG WEIGHTED HOOKS

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.

RS JR EWG-H 3/0 1/8 OZ.	Black	5 ct.
RS JR EWG-H 4/0 1/4 OZ.	Black	4 ct.
RS JR EWG-H 4/0 1/8 OZ.	Black	4 ct.
RS JR EWG-H 5/0 1/4 OZ.	Black	4 ct.
RS JR EWG-H 5/0 1/8 OZ.	Black	4 ct.
RS JR EWG-H 5/0 3/8 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 6/0 3/8 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 7/0 3/8 OZ.	Black	3 ct.
RS JR EWG-H 8/0 1/2 OZ.	Black	2 ct.
RS JR EWG-H 8/0 3/8 OZ.	Black	2 ct.
RS JR EWG-H 10/0 5/8 OZ.	Black	2 ct.
RS JR EWG-H 12/0 3/4 OZ.	Black	2 ct.

# EWG UNWEIGHTED HOOKS

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



# TUBE, JR.

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" and 10" 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.



Rick Quade, of Reaction Strike and Dwight Scifres doubled up on 12 pound stripers that could not resist the tantalizing action of the Tube, Jr.



A happy angler and a nice small-mouth.



Ayu



Baby Bass



Blue Back Herring



Chartreuse Shiner



Holo Shad



Pearl White



Perch



Sexy



Shad



Tennessee Shad



Trout



Watermelon

# BASS HARASSER

## The next big thing in trophy largemouth bass fishing

The Bass Harasser does everything your favorite swimbait does plus much more. With paintjobs 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)



Kris Reibel of Reaction Strike with a 22 pound Striped Bass that hammered an 8" Bass Harasser.



Another monster catch thanks to the Bass Harasser.



Brook Trout



Brown Trout



California Trout



Green Herring



Hitch



Hitch/Dark Red Chin



Hitch/GTRC



Night Shiner



Rainbow Trout



Rainbow Trout/Planter Silver



Silver Shad



Yellow Firetiger

# Poseidon



Ryan Habenicht, Reaction Strike Young Gun, with a nice Clear Lake Bass that fell to a Poseidon in the California Trout pattern.

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.



Baby Bass



Bluegill



Blush



California Trout



CTPB



DB Shad



Golden Shiner



Hitch



Pearl



Perch



Rainbow Trout



Red



Shad



Silver Shad



Sucker



Tilapia



# KB Swimbait

The best designed weedless swimbait to ever see water.

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!



Another giant pike dredged out of the slop with a KB Swimbait. This bait gets to place simply impossible for other swimbaits.



Bluegill



CTPB



DB Shad



Hitch



Largemouth Bass



LB Shad



Pearl



Perch



Rainbow Trout



Shad

Field and Stream 2009 Top 40 Must Have Lure



# BASS CANDY

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



Hitch



Largemouth Bass



Mirror Minnow



Rainbow Dark Pattern



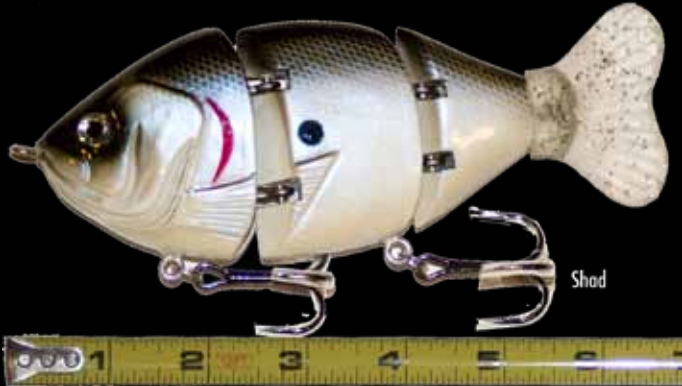
Rainbow Trout Clone

# BULL BREAM

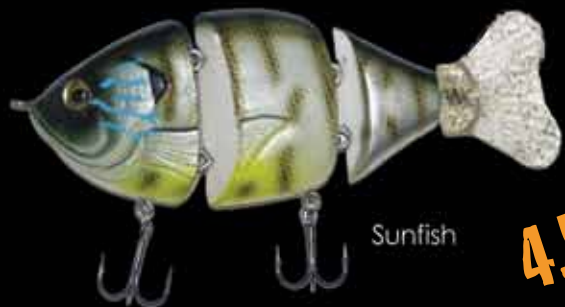
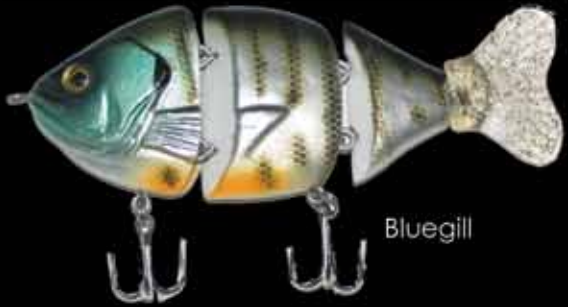
The Bull Bream is one awesome hand-carved swimbait! There is nothing like this on the market today as this bait really snakes through the water. Designed by Georgia bass pro Mike Bucca, this bait is sure to catch you some real donkeys.

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.



**4.5" & 6" sizes**

# ULTIMATE TROUT

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!



California Trout



Hitch



Largemouth Bass



Mirror Minnow



Rainbow Dark Pattern



Rainbow Trout Clone

# CRAW, JR

One of the deadliest baits available.

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 it's kind.

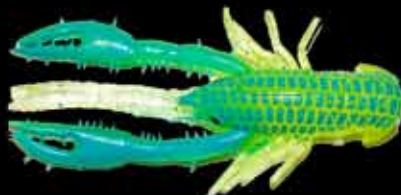
The Craw, Jr. represents the latest in crayfish imitation baits. The Craw, Jr. is a hollow body crayfish with paint patterns not previously possible. Colors and eyes are locked down below a clear coat of soft plastic that prevents the colors or eyes from degrading during use.



Pro Staffer Eddie Dillon with one of the many nice small-mouth he routinely catches with Craw, Jr.'s.



Blue Craw



Chartreuse Shiner



Eddie's Two Ton Craw



Junebug



Pearl White



Red & Green



Red Pumpkin



Roadkill Camo



Sexy



Shad



Watermelon Candy



Watermelon Red



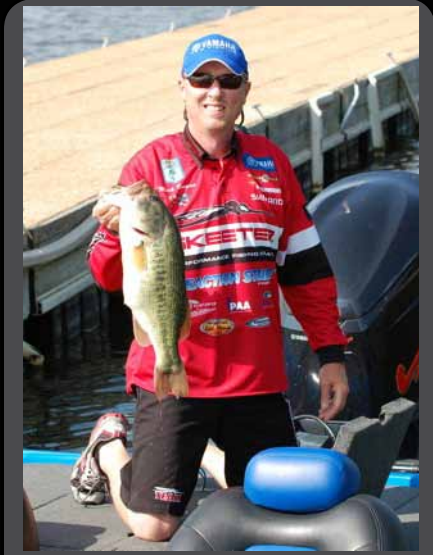
Watermelon Seed

3.5" & 4.5" sizes

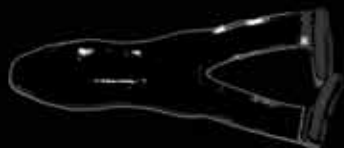
# NAKED TOAD

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.



Black



Blue



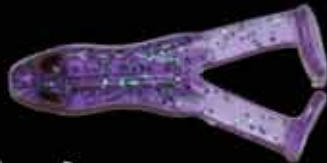
Bull



Cop



Green Pumpkin



June Bug



Leopard



Pickerel



Watermelon Red



White



XXX



Zuccinni



Zuccinni

# The Catfish

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!



A beautiful walleye slow trolled along a deep dropoff and mistook the Catfish for an easy meal. Angler 1 - Fish 0.

# Split Tail Jr

Fluke\* and jerkbait fishing has been around for a long time. But until the Split Tail, Jr. every other fluke/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 fluke or 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.



Alewife



American Shad



Anchovie



Back Country Minnow



Blue Runner



Electric Chicken



Green Mullett



Mexican Flag



New Penny



Pearl White



Purple Haze



Red Rootbeer



Shrimp



Squid



Watermelon Red



Zucchini

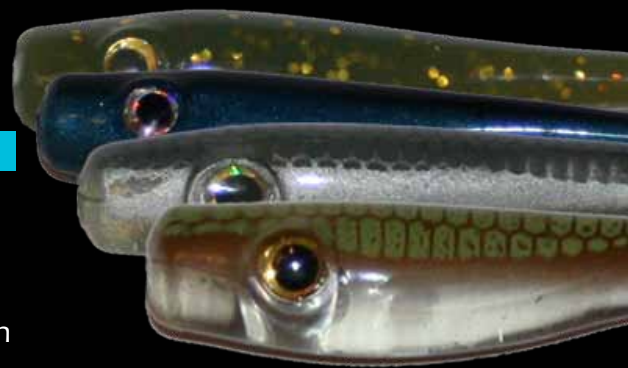
\*Fluke is a registered trademark of Zoom

# JERK, JR.

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.



Captain Steve Utley heartily endorses the Jerk, Jr.



American Shad



Alewife



Blue Runner



New Penny



Red Rootbeer



Anchovie



Electric Chicken



Pearl



Shrimp



Black



Mexican Flag



Purple Haze



Squid



# Diet *Jerk, Jr.*

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.



# MULLET, JR.

All business in the front

Party in the back

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.

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 have been no expense spared from the industry leading durability, Holographic Eyes, CNC Pad Printing and the Exclusive Reaction Strike™ IHD Injection Hand Dipped process.



Reaction Strike Pro Staffer and Redfish Pro Mike Friday with a beautiful Redfish.



American Shad



Anchovie



Back Country Minnow



Black



Blue Runner



Coppertone



Electric Chicken



Graveyard



Green Mullet



Holo Pink



Laguna Shores



Mexican Flag



New Penny



Nighthawk



Old School



Oso Blue



Pearl



Purple Haze



Red Tide



Rootbeer



Shamrock



Shrimp



Sulphur Road



Sulphur Road

# FATHEAD, JR.



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



Zucchini

Tie one on - you won't be sorry!

# Striper Candy



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

Striper Candy is exactly that – Striper Candy! Everyone knows stripers love eels, and when it comes to catching monster cow stripers, nothing beats Striper 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.



Alewife



American Shad



Anchovie



Black



Blue Runner



Mexican Flag



New Penny



Pearl



Purple Haze



Red Rootbeer



Shrimp



Squid



Zucchini

## 6”, 10” & 12”

# GAFES

Built so strong, you can pull aboard a small whale



A happy, and exhausted Don Evans with a monster Goliath Grouper. It took both Don and Ron Smith to haul this huge catch aboard.



Rick Quade with another Blacktip Shark hauled aboard with a Reaction Strike gaff.



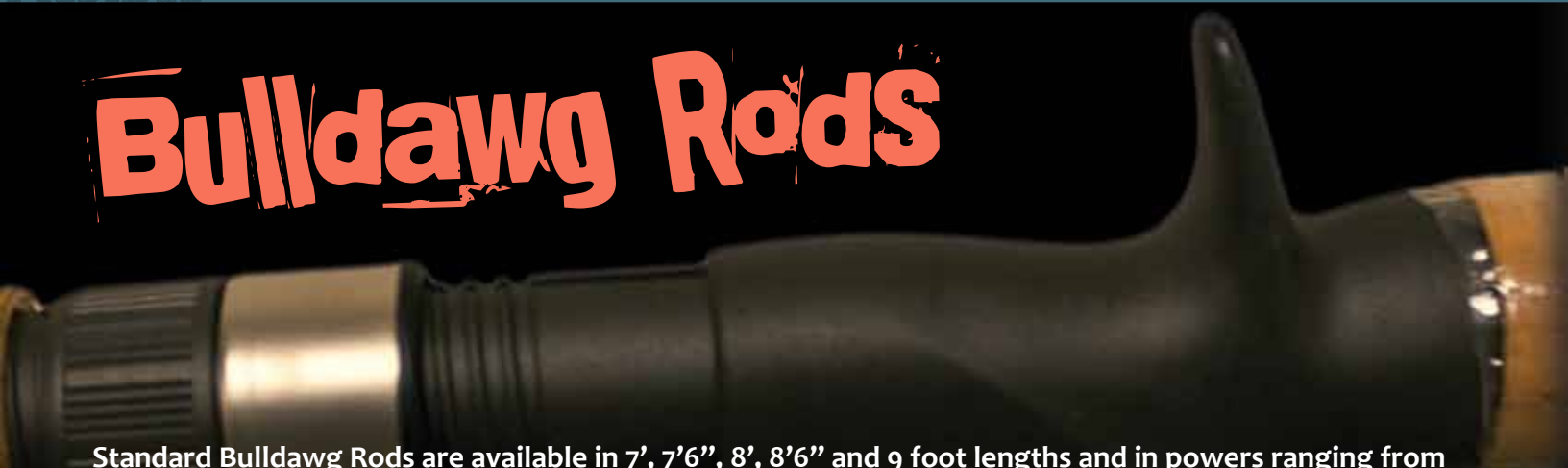
Reaction Strike gaffs are offered in 3', 4', 5', 6', 7' and 8' models.

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.

Description	UPC	Length	Action	Lure Wt.	Line Wt.	Speed	Guide #
SPRING / BUCKTAIL	879214001260	7"	MEDIUM	3/4 - 4 oz.	30 lb.	FAST	11
SPRING / BUCKTAIL	879214001277	7' 6"	MEDIUM	3/4 - 4 oz.	30 lb.	FAST	11
SPRING / BUCKTAIL	879214001284	8'	MEDIUM	3/4 - 4 oz.	30 lb.	FAST	11
SPRING / BUCKTAIL	879214001291	8' 6"	MEDIUM	3/4 - 4 oz.	30 lb.	FAST	11
SPRING / BUCKTAIL	879214001307	9'	MEDIUM	3/4 - 4 oz.	30 lb.	FAST	11
REGULAR / JIG / CRANKBAIT	879214001314	7"	MEDIUM / HEAVY	1 1/4 - 7 oz.	40 lb.	FAST	11
REGULAR / JIG / CRANKBAIT	879214001321	7' 6"	MEDIUM / HEAVY	1 1/4 - 7 oz.	40 lb.	FAST	11
REGULAR / JIG / CRANKBAIT	879214001338	8'	MEDIUM / HEAVY	1 1/4 - 7 oz.	40 lb.	FAST	11
REGULAR / JIG / CRANKBAIT	879214001345	8' 6"	MEDIUM / HEAVY	1 1/4 - 7 oz.	40 lb.	FAST	11
REGULAR / JIG / CRANKBAIT	879214001352	9'	MEDIUM / HEAVY	1 1/4 - 7 oz.	40 lb.	FAST	11
MAGNUM / SWIMBAIT / JERKBAIT	879214001369	7'	HEAVY	2 - 10 oz.	50 lb.	FAST	11
MAGNUM / SWIMBAIT / JERKBAIT	879214001376	7' 6"	HEAVY	2 - 10 oz.	50 lb.	FAST	11
MAGNUM / SWIMBAIT / JERKBAIT	879214001383	8'	HEAVY	2 - 10 oz.	50 lb.	FAST	11
MAGNUM / SWIMBAIT / JERKBAIT	879214001390	8' 6"	HEAVY	2 - 10 oz.	50 lb.	FAST	11
MAGNUM / SWIMBAIT / JERKBAIT	879214001406	9'	HEAVY	2 - 10 oz.	50 lb.	FAST	11
SUPER MAGNUM	879214001413	7' 6"	EXTRA HEAVY	4 - 16 oz.	65 lb.	FAST	11
SUPER MAGNUM	879214001420	8'	EXTRA HEAVY	4 - 16 oz.	65 lb.	FAST	11
SUPER MAGNUM	879214001437	8' 6"	EXTRA HEAVY	4 - 16 oz.	65 lb.	FAST	11
SUPER MAGNUM	879214001444	9'	EXTRA HEAVY	4 - 16 oz.	65 lb.	FAST	11
TROLLING / LIVE BAIT	879214001451	7' 5"	EXTRA HEAVY	3 - 16 oz.	65 lb.	FAST	11
TROLLING / LIVE BAIT	879214001468	8'	EXTRA HEAVY	3 - 16 oz.	65 lb.	FAST	11
TROLLING / LIVE BAIT	879214001475	8' 5"	EXTRA HEAVY	3 - 16 oz.	65 lb.	FAST	11
TROLLING / LIVE BAIT	879214001482	9'	EXTRA HEAVY	3 - 16 oz.	65 lb.	FAST	11
MONSTER MAG ROD	879214003158	7' 6"	MONSTER HEAVY	8-40 oz.	100 LB.	FAST	11
MONSTER MAG ROD	879214003165	8'	MONSTER HEAVY	8-40 oz.	100 LB.	FAST	11
MONSTER MAG ROD	879214003172	8' 6"	MONSTER HEAVY	8-40 oz.	100 LB.	FAST	11
MONSTER MAG ROD	879214005527	9'	MONSTER HEAVY	8-40 oz.	100 LB.	FAST	11

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.

# Mattlures Rods



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 butt section. The Signature series comes with a protective rod sock. All signature series comes with a lifetime warranty.

Select from 5 models

7' 7"	7' 11"	Med Hvy	1-4 oz. lures	10-20lb test
7' 7"	7' 11"	Hvy	2-6 oz. lures	15-25lb test
7' 7"	7' 11"	XHvy	4-9 oz. lures	17-30lb test
7' 7"	7' 11"	XXXHvy	6-20 oz. lures	30-80lb test
8"	8' 10"	XXXHvy	6-20 oz. lures	30-80lb test



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

**BY Fishermen.  
FOR Fishermen.**

# 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.



American Shad



Carp



Crappie



Gizzard Shad



Green Shiner



Nightshiner



Orange Firetiger



Perch



Sucker



Yellow Firetiger





# SHIMMY SHAD

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!



Wow, look at this pike. This monster has a gigantic head and absolutely crushed the 12" rainbow trout shimmy shad hanging from it's jaws.

## The First Lure from Reaction Strike



Chartreuse Shiner



Chartreuse Top, Pearl Belly



Cisco



Grayling



Holo Bluegill



Holo Bluegill



Pearl



Rainbow Trout



Shad



# FATHEAD

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!**



Jason Runnebohm, Guide and Musky Pro with a nice Lake Webster musky that crushed an 8" Cisco color Fathead.



Chartreuse Shiner



Chartreuse Top,  
Pearl Belly



Cisco



Grayling



Holo Shad



Holo Bluegill



Pearl



Rainbow Trout



Shad

# homewrecker

Available in 8" and 10" lengths. The ultimate walk-the-dog top-water 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!



Rick Quade of Reaction Strike with a musky that fell to a homewrecker.



Black Head Shad



Black Perch



Crackle Belly Frog



Ghost



Golden Shiner



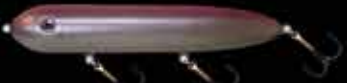
Green Shiner



Orange Firetiger



Pink Firetiger



Purple Shiner



Rainbow Trout



Red Bar Perch



Scaled Golden Shiner



Shad



Shad



Smokey's Perch



Walleye



Yellow Firetiger



# THE FRED

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



A happy angler with a beautiful tiger musky that pounded a Fred over open water.



Orange Firetiger



Perch



Pink



Roach



Scaled Golden Shiner

## Also Available in Custom Colors

# DaGlide

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



Black Bar Perch



Black Bar / Silver Perch



California Trout



Electo White Glow



Electo White Glow



Northern Pike



Photo Shad



Purple Shiner



Smokey's Perch



Sunset



Kris Reibel, of Reaction Strike, with 1 of 5 muskies caught that day on a DaGlide.

# GLIDER G

## The Easiest to Use Bait. Ever.

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 1/2" 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



Black Bar / Silver Perch



California Trout



Electo White Glow



Northern Pike



Photo Shad



Purple Shiner



Smokey's Perch



Sunset



Reaction Strike Pro Spencer Berman with a nice musky he caught with a perch Glider G.

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



Electo White Glow



Northern Pike



Photo Shad



Purple Shiner



Smokey's Perch



Sunset



Pro Staffer Mike Lavallee holding his latest catch with the Mini Glide.

# FISH TAIL SPIN

FishTail 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.

## Unbelievable life-like action!

### 8" long!



Black Perch



Holo Bluegill



Jailbird



Rainbow Trout



Walleye



# QUIVER CRITTER

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.

## Twitch, Twitch...Pause...Fish On!



Electro White Glow



Grass Carp



Midnight Tiger



Orange Firetiger



Perch



Pink Firetiger



Purple Shiner



Scaled Golden Shiner



Sucker



Sunset

# QUIVER CRITTER JR.

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.



A happy angler's day is made thanks to the Quiver Critter, Jr.



Chartreuse Yellow Firetiger



Foil Slashed Shad



Rainbow Trout



Scaled Golden Shiner



Smokey's Perch



Walleye

# Musky Nets

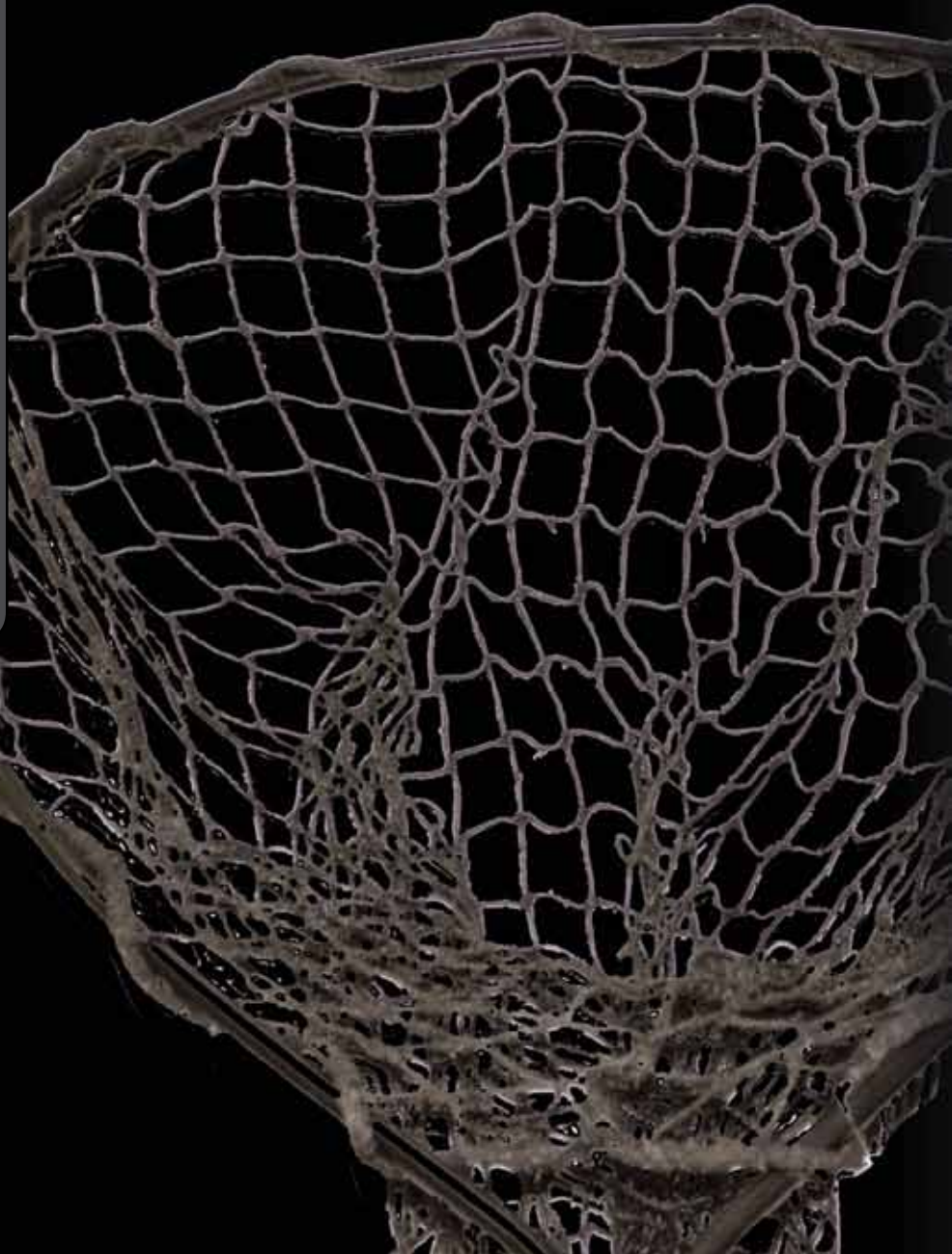
When we decided to build nets, our only goal was to build the best musky and pike net ever created. Instead of inexpensive plastic yokes, we make our yoke out of machined billet aluminum. All the tubular aluminum is engineered and extruded with internal walls creating unmatched strength. And we took 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.



Sarah Terry and her dad haul aboard a monster musky!



About

# REACTION STRIKE



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.



Visit us online at [www](http://www.reactionstrike.com)

# Real Fishermen Fish With Reaction Strike



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](http://www.reactionstrike.com)

Catalog Designed by Justin Harter - [www.justifystudios.com](http://www.justifystudios.com) | Some photos provided by Paderni Fishing Studio |  
Lure Photography by Justin Harter & Sean Donelson | Copyright 2009 Reaction Strike



## Pro Staff

Andy Alexander, Bass	Tony Gonzalez, Redfish	Nick Madison, Bass	Scott Schiefelbein
Warren Barnes	Dave Gorden, Bass	Marc Marcantonio, Bass	Paul Schlagel, Musky
Dave Beckett	Mat Haag, Redfish	Fred McClintock, Stripers	Chris Shuber, Bass
Kees Beerens, Pike XL	Jeff Hanson, Musky	Mike McCoy, Bass	Jess Settem, Bass
Aart Bergsma, Pixe XL	Wade Headrick, Bass	Michael McGhee	Wes Stevener, Bass
Spencer Berman, Musky	Steve Herbeck, Musky	Cody Meyer, Bass	Jason Summers, Musky
Richie Boggs, Walleye	Libby Hoenke, Musky	Dave Ottman, Bass	Tom U., Musky
Mark Burgess, Bass	Sean Hoernke, Bass	Doug Pavick, Musky	Steve Utley, Saltwater
Mike Bucca, Bass	Ferry Hoogakker, Pike XL	Spence Petros, Musky	Riccardo Valentini, Pike
Fabio Cester, Pike - Italy	Roland Hulskamp, Pike XL	Yuri Pijnacker, Pike XL	Claire Venne, Pike / Musky
Chris Cowart, Bass	Scott Kieper, Musky L	Matteo Poli, Bass - Italy	Normand Venne, Pike
Reginald Crews	Jeff Koerner, Bass	Luca Quintavalla	Nick Welton, Bass
Mark Curry	Sonny Kopech, Bass	Alberto Rizzini, Ireland	John Wick, Bass
Eddie Dillon	Steve Jensen, Musky	Joost van Rossel, Pike	Mark Williams, Stripers
Kevin Dye, Bass	Mike Keyes	Andrew Sams, Bass	
Mike Friday, Redfish	Johannes "Jo" Lage, Pike	Ralf Scheipers, Pike	
Marco Fust	Danny Latham, Redfish	Chris Schneider	
Micah Gibson	Mike Lavallee	Mike Shappy, Redfish	