

FOR IMMEDIATE RELEASE:

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NEW OWNER TAKES OVER QCOVE FISHING TACKLE

EVERETT, Wash. – June 11, 2008 – Qcove Fishing Tackle this week announced the completion of its transition to new management.

Owner and president Kenneth Pinnell, who purchased Qcove earlier this year, takes over day-to-day oversight from founder George Pentland, who will remain with the company as a consultant.

Pinnell plans to continue Qcove's 2008 product line, including the top-selling Jim's Break-A-Way Flashers and Jim's Bed for Lead downrigger ball holder, as well as introduce new products within the next 18 months.

"Qcove will continue to help sport and commercial fishermen make their boats as organized and efficient as possible so they can concentrate on catching fish," said Pinnell. "We also have a long list of new ideas, with a number of prototypes being tested right now."

Pinnell, an avid fisherman, is co-founder of the building consulting firm Sound Building Consultants, and he brings to Qcove an expertise in construction, engineering, and materials. However, Pinnell notes that he will maintain Qcove's tradition of listening to fishermen.

"I've always agreed with Qcove's approach," said Pinnell. "Most of our products were born out of a need or idea expressed by the opinions that matter most – those from sport fishermen, guides, and charter captains. We turned those needs into simple, easy-to-use products, and will continue to do so."

Qcove's West Coast markets stretch from Alaska to California, and the company's tackle and boating gear are popular throughout the Great Lakes region. Pinnell aims to expand Qcove's product presence in North America.

ABOUT QCOVE QUALITY FISHING TACKLE:

Founded in 2001 and currently based in Marysville, WA., Qcove Fishing Tackle provides innovative tools that help fishermen stay organized and land more fish. The company's leading products, praised by guides and sport fishermen alike, include Jim's Break-A-Way Flashers, Jim's Lure Holder, and Jim's Bed for Lead downrigger holder. For more information, visit www.qcove.com.

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