

SHIMANO

PRESS RELEASE

SHIMANO EUROPE FISHING HOLDING BV
Date: the 17th of June 2010

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Team Shimano wins 3 EFTTEX awards

From the 11th until the 13th of June EFTTEX, the annual trade show organized by the European Fishing Tackle Trade Association (EFTTA), took place in Valencia (Spain).

Exclusive to EFTTEX 2010 is the Best 2010/2011 New Product competition. This competition aims to highlight the developments in fishing tackle over the past year. Each entry must be innovative and brand new to the tackle industry. This year's competition was designed to give all companies entering a fair chance. Therefore each company was entitled to enter a maximum of 4 different products into the competition. The competition was judged by a panel of independent experts during EFTTEX 2010.

During the official prize giving the entire Shimano and G. Loomis team was extremely honored being awarded with winning the Best New Spinning Reel, Best New Rod & Best New Fly Rod categories. These are the 3 winners:

Best New Spinning Reel > Stella FE

The Stella FE (front drag) range of fixed spool spinning reels should set your imagination running wild. With four models to choose from these are the ultimate reels that Shimano manufactures for the European market. Reels don't come smoother or sexier than this on the planet, ultra lightweight and oozing with hi-specification features like X-ship: the new gear design drastically improves the power transmission efficiency with 60%. The result is a smoother and higher powered retrieve. The pinion gear is supported both ends by our S-ARB bearings. This gives a super smooth operation with anti-rust qualities.

Stella FE - a true piece of fine mechanical engineering!



picture courtesy of Rudy van Duijnhoven, Beet magazine

Best New Rod > Lesath AX Power Game

A totally new rod engineered and built for heavy coastal spinning, or for those anglers looking for the most powerful sea predators by boat. Thanks to HPC (High Pressure Carbon) building technology the blank is up to 40% stronger and more reactive. Other top features are: Fossil Wood reel seat, Fuji SIC guides and a very ergonomic EVA grip. Available in lengths from 2.10m up to 3.30m



picture courtesy of Rudy van Duijnhoven, Beet magazine

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Best New Fly Rod > G. Loomis NRX fly rod

Thanks to our proprietary new "Nano Resin" Technology, NRX fly rods are as much as 20% lighter than their GLX counterparts and as much as 25% stronger! Imagine, a 9' #8 NRX fly rod is about the same weight as a 9' #6 GLX, yet it casts further and more efficiently with a lot less effort! With such incredible weight reduction, all the energy you develop in the casting stroke goes directly to the line. That means more distance, better accuracy and truer tracking! Recoil guides, a special new reel seat design and our limited lifetime warranty complete the NRX package. Each 4-piece rod comes in a soft, protective rod cloth and durable travel case. These are the best fly rods we've ever made! They're like casting with a feather... only better!!



Winning these 3 awards at this year's EFTTEX show could not be done without the effort of the complete Shimano team.

Shimano's Senior Marketing Manager Gerard Bakkenes says: "What can I say?? Winning 3 of the major product categories, of which "Best New Reel" for four consecutive years, tells something about our high engineering & quality standards. It enforces the Shimano credo to develop captivating products bringing excellence and pleasure to the angler. These awards are a great compliment for entire Team Shimano!"



Pictures of award ceremony.

Left picture, from left to right:

Justin Poe (Brand Manager Shimano American Corp), Raffaele Mascaro (Brand Manager G.Loomis Europe), Jim Lebson (Managing Director G.Loomis), Pierangelo Zanetta (President EFTTA), Jean Claude Bel (CEO EFTTA)

Right picture, from left to right:

Gerard Bakkenes (Sr. Marketing Manager Shimano Europe Fishing Holding BV), Taizo Shimano (Vice President Shimano Inc. Fishing Division), Pierangelo Zanetta (President EFTTA), Jean Claude Bel (CEO EFTTA).