

FOR IMMEDIATE RELEASE

Livewell Cooling System Keeps Tournament Winnings in Anglers Pockets

Lenoir City, TN – June 10, 2009

Dead fish during warm weather tournaments is a common occurrence for both professional and amateur anglers. For tournament anglers, weighing in dead fish equals lost tournament winnings due to penalties.

KOOLWELL Livewell Cooling System sets a new expectation for fish care – thermostat control of livewell water temperature. Cool water keeps fish calm and provides higher levels of dissolved oxygen. Until now, no angler had this kind of control.

Every time a tournament angler goes to the livewell and cares for fish already caught is wasted time. Thermostat control allows the angler to focus on fishing. BASS Elite Series Pro Greg Vinson from Wetumpka, Alabama commented, “I personally have lost thousands of dollars in tournaments because of dead fish penalties. KOOLWELL eliminates all these worries because I will be taking the proper measures to eliminate the possibilities of losing the prized resource I enjoy pursuing so much”.

The 12 volt system is minimal draw on the battery system, and the system can be run on either thermostat or manual control, providing important flexibility to the angler.

Revising expectations for livewell management is the key to conserving sport fishing for the next generation and tournament winnings for the anglers of today. Bass, crappie, redfish, and walleye all benefit from cool water in the livewell.

The Links Group, LLC is located in Lenoir City, TN and is the sole distributor of the KOOLWELL product throughout the United States.

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