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### **Pursuit Sports, Inc. Changes Name to Traxstech Corporation**

Chesaning, MI – October 1, 2006 – Pursuit Sports, Inc. has officially changed its corporate identity to Traxstech Corporation to better represent the exciting future of its innovative track based fishing systems. “The most important point is that our customers know that this name change is not the result of a corporate merger or buyout”, says Jeff Miller, COO of Traxstech, “they can expect the same great quality and service that we have become known for.”

“As we continue to grow our business and expand our product line”, continues Miller, “it has become necessary to change our corporate identity to allow for improvement and expansion in our marketplace. The new trademarked Traxstech name avoids the obvious confusion that was associated with our former name and reflects the blend between track systems and technology.”

### **About Traxstech**

Founded in 1999, Traxstech is the market leader in flexible fishing systems built upon the foundation of anodized aluminum mounting tracks. Traxstech operates out of its new state-of-the-art engineering and manufacturing facility in Chesaning, MI and all products are Made in the USA. The company’s products can be found throughout the United States at many local, regional, and national retailers including Sportsman’s Warehouse, Cabela’s, and Bass Pro Shops. Traxstech fishing systems can also be found factory integrated into many Starcraft Marine aluminum boats, Yar-Craft boats, and Hewescraft boats.

For Information: <http://www.experienceoutdoors.org/traxstech>

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