



Jimmy Houston Outdoors endorses new Lightnin' Strike Rod Holder from Evergreen Outdoors, Inc.

Legendary Fishing Hall of Fame member and host of America's favorite fishing show, Jimmy Houston of Cookson Hills, Oklahoma has announced today his personal endorsement of the new and innovative Automatic Hook-Set Rod Holder aptly called the "Lightnin' Strike."

JHO corporate spokesman Ken Conlee says "Jimmy is very excited about the product and believes it has a real bright future with fishermen, both in freshwater and in saltwater use as well." Conlee adds, "Jimmy personally likes the fact that the Lightnin' Strike can be used as either a bank-fishing tool or it can be mounted on a boat and used while drifting or trolling... he even has them mounted down on the dock, too! It's an absolute must-have product if you want to catch more fish!"

Plans call for Jimmy to film several segments for next season's upcoming TV shows while utilizing the new product. A special catfishing show is in the works, featuring the Lightnin' Strike mounted from the bank, and another show is slated to demonstrate the product in a boat-mounted environment...you'll have to see it to believe how successful it is!

Watch ESPN2 this summer and fall for the upcoming series on how to effectively add this new great new fish-catching tool to your tackle.

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