

IT STARTED OUT AS A JOKE!

We used to joke sarcastically that fishermen would love our invention because it attracted fish so quickly. It took us a year to realize that lobster could remember their own calls far longer than fish. We re-timed the Lobster Caller™ so that the calls were farther apart. That way the lobsters could find the traps but the fish got lost. Eventually we realized that our problem was a blessing in disguise. The Lobster Caller's ability to attract fish was extremely reliable among salt water species. They usually arrived fast and hungry.

We had no reason to believe that the Lobster Caller's sound of the tropical crayfish, *P. argus*, would also attract fresh water fish. How could it? They could never have heard it before so why would they come to it?

Almost as a joke we arranged to throw a Lobster Caller™ in the shallows of a mountain lake at an elevation of 9,000 feet. From an adjacent higher area, we could observe it through the extremely clear water. In about five minutes, large trout began to congregate near it. We had used one of the older Lobster Callers™ which generated sounds about 20 seconds apart.

We also tested it on bass and other fish. They too came in fast and hungry like the salt water fish but were a bit more cautious. The truth is, we had no idea why it worked so well. Then one day one of our founders noticed that crayfish gathered around a unit placed in the shallows of a fresh water reservoir. Only then was it apparent that fresh water crayfish, a favorite food of fresh water predatory fish, responded to the sound. So did the fish. We then added some additional attractants to further encourage the fish. After additional research, the Lobster Caller™ became the Magnabait™; and now you have a chance to own one.

Proof is actually a body of evidence sufficient in quantity and quality that you accept it as fact. The Magnabait™ costs enough that most people should require such evidence. Considering the track record of fishing gimmicks, this is highly appropriate. On the other hand, if the Magnabait™ works as advertised, it's a tremendous bargain.

We hope that our evidence plus your enthusiasm for catching fish will motivate you to overcome your bad past experiences and gamble on us. You are considering a "bet," but unlike Las Vegas or the stock market, you get your money back if you don't win. Not bad!

Let us clarify what we are saying: Magnabait™ attracts fish to where you can attempt to catch them. NO more – NO less. They will not jump into your boat. Magnabait™ calls them from an enormous area, but you must bring them the last 30 feet or so yourself.

To make sure that your investigation leaves no stone unturned, we've listed most all of the questions that people ask. It's in a question and answer format below:

While you're reading, try to keep in mind that in this case, "proof" is a three-step process:

- First: Do you find it believable that we actually did (and still do) research?
- Second: Do you believe that the Magnabait™ was truly developed from the "Lobster Caller™" based on the evidence presented?
- Third: Do you think it is realistic that fish are truly attracted by the crayfish call, plus the light and other Magnabait™ features, based on the data presented here and elsewhere in this website?