

Does this constitute proof?

That depends on two things:

- 1) Do you believe were telling you the truth?
- 2) Does the compiled evidence regarding the Magnabait®; thus far satisfy your standards? The bottom line is that we don't set your standard for acceptability. You do. Only you know if qualifies as "proof".

If you are willing to consider that the above information may be proof, please consider the following questions and answers. Q. Do you have a patent or other proprietary rights? A. Yes. ABT has obtained full worldwide licensing rights to the Magnabait®; technology. The device and method are fully covered by US patent and worldwide patents are pending. Allowances of all major claims has been accepted by the patent office. The aquatic signals used have been copyrighted worldwide. Q. A lot of fishing equipment claims to have some "research." In reality this usually means that the inventor and his pals went fishing with it. Do you have any official government documents that give permission to do actual independent scientific research? A. The letter below is a copy of the cover letter from the Florida Fish and Wildlife commission approving our second long term research program. It is almost entirely made up of side-by-side trap comparison tests performed by independent professional fishing captains with independent observers. Most of these tests were conducted in the Florida Keys — the world's third largest coral reef as well as one of the world's most important and sensitive ecological areas. Our performance record has never had any violations.

As far as we know, the Magnabait®; is the only piece of recreational fishing equipment ever to benefit from such a permit and over \$2,000,000 in research performed under such authority. We expect to continue our research in the future. Q. Can you absolutely guarantee and prove that the Magnabait®; will attract more fish than if I go fishing without it? A. Yes. You have read of our long history of research and for your own assurance, we guarantee your satisfaction with a six-month money back, no questions asked, return policy if you are not satisfied. As stated elsewhere, our proof is based on scientific research that took place over five years and cost over \$2,000,000 prior to marketing the Magnabait®;. We intend to continue our research efforts. As stated above, we have an extensive patent, copyrights, and trademarks around this technology. We doubt that any other company in the history of fishing lures, baits, or attractants has ever gone to such lengths. A major reason this effort has been possible is because it was part of a much broader research project with major environmental and commercial goals. The Magnabait®; benefits from that data. In other words, our saltwater fish data was acquired simultaneously with our lobster data.

The Magnabait®; is a consumer version of a marine industrial device for use in traps that attract spiny (tropical) lobster as well as most types of marine fish common within a few miles of shore as bycatch. Catching fish in traps is illegal in all United States fresh and salt water with one exception: Any game fish caught in conjunction with lobster in lobster traps can be kept by commercial fishermen under certain strict regulations.

This one and only exception to the rule is extremely important from a research standpoint. To our knowledge, it is the only way to perform side-by-side research comparisons. Our tests were similar to the "Pepsi Challenge" for fish. In a large variety of tests, the fish were able to choose one of the following:

- 1) Enter a trap where there was no bait.
- 2) Enter a trap containing live immature lobster or other favorite fish bait.
- 3) Enter a trap containing the Magnabait®; alone.
- 4) Enter a trap containing the Magnabait®; and live baby lobster together.
- 5) Not enter any of the traps.

Here is the summary of the results: 1) Fish were rarely found in traps with no bait. So results were overwhelmingly in favor of the Magnabait®;. 2) The Magnabait®; used alone averaged from 60% to over 200% in testing better than live baby lobsters as bait. 3) The Magnabait®; combined in the traps with live baby lobsters as bait often scored higher than either Magnabait®; alone or baby lobster alone. This indicates the power of using your bait or lure in combination with the Magnabait®;.

Note: By law, the entry way on all spiny lobster traps must be clear of doors or any method that would prevent fish or lobsters from leaving any time at will. Therefore the fisherman only catches those animals in the trap at the time it is pulled and emptied.

The tests were performed in the Florida Keys and the Caribbean. In these areas the type of trapping we did is legal, and the water is often clear enough for distant observation by a diver or even a boat on the surface.

Unfortunately these advantages are rarely available in fresh water. In warmer weather when most people enjoy fresh water fishing, the water is often clouded by runoff or algae.

We've been advised that comparison tests between individual fishermen would show who was the most skillful at working the lure or landing fish or any of dozens of other variables. Unfortunately this approach could sway the evidence about whether or not the Magnabait[®] actually attracted fish. Truly expert fishermen will usually catch fish with or without it. Magnabait[®] is aimed at the other 999 out of 1,000 of us who are not true experts. Even fish locators aren't much help because most freshwater fishing is done in shallow water.