

Let's look at the FACTS

• Today is November 4, 2007.

• Fish at the local Safeway and Kroeger affiliate ranges from \$6.50 to \$19.00 per pound.

• Regular gas in Frisco, Colorado is \$2.89 at the 7-11 store. Gas costs more the closer you get to I-70.

• The average time on the water per fishing trip is only about four hours. We'd like it to be more. Most of us are forced to succumb to the realities of weather, home, work, spouses, schedules, kids, hunger, mosquitoes, restroom stops, and discouragement due to the inability to find fish.

• Thanks to the facts above, most fishermen are lucky to average two pounds of usable fish in their four-hour trip!
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• By contrast, fishermen using the Magnabait® average about two pounds of fish per hour. That's eight pounds in four hours. In healthy saltwater areas, the catch would probably be substantially more. In a small unhealthy body of fresh water, it would probably be less. Fortunately these are in the minority.

• We advertise that the Magnabait® has the energy to last 100 hours. It's actually more, but we'll use that figure for the sake of simplicity. It's kind of like a bank account of fishing time stored up and ready when you need it.

• Just to be conservative, we're using prices lower than the real ones shown above. In these examples,

• Fish is only worth \$5.85 per pound. Wild-harvested game fish are worth far more.

• Gas only costs \$2.80 per gallon. Only God knows what the price will be by the time you read this. At marinas, it will be substantially higher.

• Magnabait® calls the fish to you. This means you needn't waste boat fuel running all over the water to find fish. Therefore the Magnabait® saves a lot of gas.

Four hours of average fishing without the Magnabait®:

two pounds of fish worth \$5.85 per pound income	\$11.70
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two gallons of boat gas worth \$2.80 per
gallon - \$5.60 expense

\$6.10

profit

average over four hours is \$1.52 per hour
profit

Four hours of
average fishing with the Magnabait®:

eight pounds of fish worth \$5.85 per pound \$46.80 income

one-half gallon of boat gas worth \$2.80
per gallon - \$1.40 expense

\$45.40

profit

average over four hours is \$11.35 per hour
profit

That's \$11.35 per
hour! But it gets even a little better.

My accountant says that you're receiving this value TAX
FREE. No Federal, state, or FICA taxes. NO other blood suckers either. These
usually equal 25% to 30% of your income. In this example, we'll use only 15%.

$\$11.35 \times 15\% = \1.70 .

Therefore $\$11.35 + \$1.70 = \$13.05$ per hour.

Hey,
you're not getting rich, but it's a lot better than a kick in the shins. Not
bad at all for goofing off and having a really good time. Maybe your
“significant other” will view your fishing in a more favorable light.

Now let's see how you make out over the conservative 100
hours of battery energy in your Magnabait®. This is less than 1/2 of its estimated life (200-250 hours).

Without Magnabait®;
With Magnabait®;

Value comparison over 100 hours. Each bill equals \$100.

Even if we're wrong by over 100%, you'd still be doing very well.

40 gallons of gas x \$2.80 per gallon = \$112.00

12.5
gallons of gas x \$2.80 per gallon = \$35.00

Fuel comparison chart
for each 100 hours. Each fuel can equals one gallon.

Without Magnabait®;
With Magnabait®;