



FOR IMMEDIATE RELEASE
 For more information:
 Ron Giudice—800-654-3766
 ron@blueheroncomm.com
 Kevin Jarnagin—800-654-3766
 kevin@blueheroncomm.com

PENN® INTERNATIONAL® 12

New Size Now Available In V, VS and VSX Families

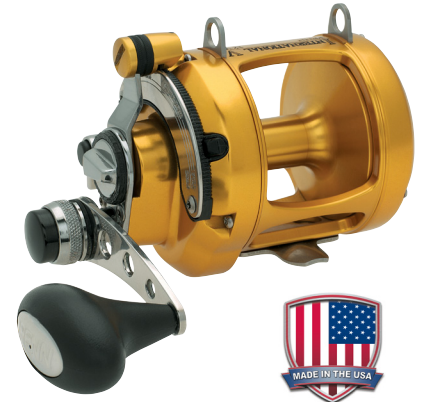
No other brand says saltwater like PENN® and no other Model screams Fish On like the PENN International®. Long recognized as the standard of the highest quality saltwater trolling reels, the families of International VS Two-Speed Series, International V Single Speed Series and International VSX Two-Speed Series now include the new size 12 model. All are built in the USA.

International frames and sideplates are precision machined from high strength, lightweight aircraft grade aluminum that will not flex under heavy load of a striped marlin or the intense heat of the Baja. Main gears are larger and stronger than the competition and the pinion gear is one-piece for confidence to land that fish of a lifetime. Both gears are made from stainless steel.

The Ultimate Adjustable Clicker allows for the greatest range of bait clicker settings in the industry. No hesitation in line stripping with Dura-Drag™, even under extreme settings, the Push-to-Turn preset knob eliminates accidental drag setting adjustments and the ratcheted drag lever prevents drag creep.

The new size 12 International reels give the angler more options in tackle selection. The 12VS and 12V models can be spooled with 875 yards of 12-pound test monofilament or 1450 yards of 20-pound test braid. The 32-ounce 12VS has a maximum drag of 12 pounds while still maintaining free spool with a line retrieve of 40 inches high/25 inches low. The 31-ounce 12V has a max drag of 8-pounds and a line retrieve of 45 inches, one of the fastest retrieves in its class. The 33-ounce 12VSX can be spooled with 360 yards of 30-pound mono, 750 yards of 50-pound braid. The max drag is 20 pounds and line retrieve of 38 inches high/19 inches low. All three feature four shielded stainless steel bearings, stainless steel reel stand, are Braid Ready with 40 pound 50 yard top shot capacity.

MSRP for these new International reels are \$499.95 for the 12VS, \$449.95 for the 12V and \$499.95 for the 12VSX.



Frame

Aircraft grade aluminum

Gear Ratio

5.3:1/3.3:1 (12VS)

5.9:1 (12V)

5.0:1/2.5:1 (12VSX)

Line Retrieve

40 inches/25 inches (12VS)

45 inches (12V)

38 inches/19 inches (12VSX)

Weight

32 ounces (12VS)

31 ounces (12V)

33 ounces (12VSX)

Max Drag (freespool)

12 lbs (12VS)

8 lbs (12V)

20 lbs (12VSX)

MSRP

\$449.95 to \$499.95

Features

4 Shielded Stainless Steel Bearings

Ultimate Adjustable Clicker

Larger Main Gear

One-piece Pinion Gear

Dura-Drag™

***PENN International, the most
 recognized and trusted name
 in saltwater***

Made in the USA