Aquatic conditions vary greatly but what is always true is a fish can hear a lure farther away than they can see it. If that sound is interesting enough, or something they are used to hearing, like a baitfish they are feeding on, it will draw them in from outside the visual range.

In the 1970’s it was proven that the visual system in fish is augmented by other sensing systems with comparable or complimentary functions. Fish hearing is an important system and fish are drawn in by sound. In the 70’s the only technology available to make sound in a lure was with beads and rattles. The sound produced by old fashioned bead and rattle technology will extend the strike range outside the sight zone by almost twice the distance. There is however better, more effective ways that will again double this extended range.

The sound produced by EBS Sound Technology doubles the range of old fashion technology.

**INCREASE YOUR STRIKE ZONE TO THE MAXIMUM!**

“Fish hit a Livingston harder than lures without real sound”
- Hank Cherry

“It works!”
- Randy Howell
How To Listen To The Acoustic Baitfish Sound Produced By A Livingston Lure

All Livingston Lures are water activated. The contact points are the eyelets that hold the hooks. When the lure comes in contact with water, it completes the circuit between both eyelets and activates the lure. You can simulate the connection by placing your fingertips on both hook eyelets at the same time. Hold the lure close to your ear (not too close though) and listen to the sound of a distressed Shad, or crawfish one of nature’s most sought after forage fish, minnows, croakers, mullet and more. The sound the lure emits is located on the package near the UPC code on the back. If there isn’t a sound there, your lure emits EBS Original sound which is the distressed Shad. While it may sound like a chirp to us, to a predator it sounds like a dinner bell.

Real Baitfish Sounds Available in Livingston Lures

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LIPLESS CRANKBAITS

There are very few lures that offer the versatility of lipless crankbaits. An angler can use one of the many Livingston styles and sizes at all depths, in clear to muddy water condition all year long. It’s always reliable and with Electronic Baitfish Sound Technology it’s about the easiest bait in the tackle box to use. A novice angler can just throw it out and let it sit while EBS calls in the fish. Or it can be worked and ripped like a pro.

Randy Howell
The original PRO RIPPER redefined the category of lipless crankbaits, offering the undeniable draw of EBS Technology. This brought the actual biological sounds of baitfish and effectively calls fish in from double the distance of traditional lures. Rip this bait, and let it fall – EBS will go to work for you!

$7.99
PRO SERIES
Available sounds: 1
Available colors: 17

Lure Specs:  
**Type:** Lipless Crankbait,  
**Depth:** Sinker,  
**Action:** Sinker,  
**Weight:** .5 oz  
**Length:** 2.7”,  
**Features:** EBS Smart Chip, Rattles  
**Hooks:** 2X Strong Mustad, #6 X2
Like the original Pro Ripper, the 38 and 75 is helping to redefine the category of lipless crankbaits, by offering the undeniable draw of EBS Technology. The Pro Ripper 38 and 75 emits the actual biological sounds of baitfish and effectively calls fish in from double the distance of traditional lures. Rip this bait, and let it fall – EBS will go to work for you!

5900 Pro Ripper 38

6000 Pro Ripper 75

$7.99

PRO SERIES
Available sounds: 4
Available colors: 13

Lure Specs:  
Type: Lipless Crankbait, Depth: Sinker, Action: Sinker, Weight: .38 oz / .75 oz  
Length: 2.36” / 2.9”, Features: EBS Smart Chip, Rattles  
Hooks: 2X Strong Mustad, .38 oz. - #6 X2 / .75 oz. - #4 X2
ELECTRONIC BAITFISH SOUNDS
ELECTRONIC SOUND TECHNOLOGY

LURE SPECS:
Type: Lipless Crank, Depth: Sinker, Action: Sinker,
Weight: .76 oz, Length: 4”, Features: EBS Smart Chip
Hooks: 2X Strong, VMC BN #4 X2

10000 School Master
The name says it all. The SCHOOL MASTER was designed to catch schooling fish. Throw this darting bait in the middle of a school, and do nothing but engage your reel to let the falling/fluttering action and EBS attraction draw the school right to you. The School Master can be fished like a jerkbait at any depth in the water column, but its true power lies in Livingston Lures’ exclusive EBS Technology™, which calls out to schooling fish as the unique body design imitates a fluttering shad. This lure draws fish from double the distance of traditional lures.

$9.99
TOURNAMENT SERIES
Available Sounds: 3
Available Colors: 8

Beauty Shad #10002
Black Back Chrome Shad #10005
Blue Back Chrome Shad #10007
Clearwater Shad #10014
Real Shad #10025

Brown Craw #10042
Spring Craw #10050
Cisco #10072
2500 School Master

Throw the SCHOOL MASTER into the middle of schooling fish, and engage your reel to let the falling/fluttering action and EBS™ attraction draw the school to you. Fish it like a jerkbait at any depth in the water column. Its EBS MultiTouch™ calls to schooling fish as it imitates a fluttering shad. This lure draws fish from double the distance of traditional lures and is essentially three baits in one.

**Lure Specs:**
- **Type:** Lipless Jerkbait
- **Depth:** Sinker
- **Action:** Sinker
- **Weight:** .76 oz
- **Length:** 4”
- **Features:** EBS Smart Chip
- **Hooks:** 2X Strong, VMC BN #4 X2

**Team Livingston Series**
- Available Sounds: 3
- Available Colors: 6

**$13.99**

**CONTAINS ALL 3 SOUNDS IN EACH LURE**

- Beauty Shad #2502
- Black Back Chrome Shad #2505
- Blue Back Chrome Shad #2507
- Purple C Shad #2522
- True Bream #2535
- Gold Shad #2572
The FLATSIDE is a new evolution in lipless crankbaits. It features an innovative body design and swim action that improves upon traditional flat-sided cranks. Experience a more powerful vibration when it’s reeled/ripped, and a unique side-to-side wobble on the drop. The Flatside’s action is enhanced with EBS Technology, which can emit the actual biological sounds of baitfish, such as shad, craw, bluegill, or other fish, depending upon the model. This makes the Flatside a “Fish Catching Machine,” and a great option for spring, summer, winter and fall.

$9.99
TOURNAMENT SERIES
Available Sounds: 4
Available Colors: 12

Lure Specs:
Type: Lipless Crankbait, Depth: Variable, Action: Sinking
Weight: .5 oz / .77 oz / 1.05 oz, Length: 2.32”/2.56”/3”, Features: EBS Smart Chip
Hooks: 2X Strong VMC BN, 38 - #6 X2 / 58 - #4 X2 / 75 - #2 X2
SHALLOW DIVING CRANKBAITS

Shallow diving crankbaits are one of the most popular fishing lures and can be used all year long for a variety of fishing conditions. Livingston offers several different types from regular bills to circuit board lips in different shapes, sizes, and styles ranging from surface wake baits down to about 6 feet. These shallow diving crankbaits are perfect crank for fishing shallow water quickly and successfully. The circuit board lips are especially good for creating erratic actions and for deflecting off underwater cover.

Great cast ability, with a high deflection rate around cover makes Livingston’s crankbaits a go to in my arsenal.

-Hank Cherry
The DM JR is crankbait dynamite in a small package, with a natural action that excels in the 4- to 6-foot depth range. It draws fish from twice the distance of traditional lures thanks to EBS Technology, which emits the actual biological sounds of baitfish.
10500 Bull Nose

The shallow-running action of the BULL NOSE is deadly for largemouth or smallmouth bass, walleye, and many other species. Depending upon the speed of retrieve, the Bull Nose will run sub-surface (1 to 2 feet), with its lifelike baitfish profile and erratic action combined with EBS Technology™. The lure perfectly mimics both the natural sound and swim action of the forage that all freshwater predators feed on.

$14.99

TOURNAMENT SERIES
Available Sounds: 5
Available Colors: 11

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<td>Blue Shiner</td>
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<td>True Bream</td>
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Lure Specs: Type: Crankbait, Depth: 0-6”, Action: Subsurface, Weight: .57 oz, Length: 2.76”, Features: EBS Smart Chip Hooks: 2X Strong, VMC BN #4 X2
1400 Primetime CB 1.5

Like its big brother, the 2.0, the PRIMETIME CB 1.5 features a thin, circuit-board coffin bill that produces the erratic fleeing action of a baitfish while diving shallower and with a slightly smaller baitfish profile. These features join EBS MultiTouch™, allowing you to customize the bait with three different sounds. Trigger fish to strike from double the distance of traditional lures and effectively experience three baits in one.

$13.99
TEAM LIVINGSTON SERIES
Available Sounds: 3
Available Colors: 10

CONTAINS ALL 3 SOUNDS IN EACH LURE

Chartreuse Shad #1403
Melon Shad #1411
Chartreuse Sunrise Shad #1413
Blietreuse #1415
Ginrin #1420
XXX Shad #1433
True Bream #1435
Money Gill #1436
Guntersville Craw #1443
Spring Craw #1450

Lure Specs:
Type: Crankbait, Depth: 4', Action: Shallow Diver,
Weight: .41 oz, Length: 2.4", Features: EBS Smart Chip
Hooks: 2X Strong, VMC BN #4 X2
3900 Primetyme CB 1.5

Just like its big brother the 2.0, the PRIMETyme CB 1.5 features a thin, circuit-board coffin bill that gives this bait the erratic fleeing action of a baitfish while diving shallower (2 to 4 feet), and with a slightly smaller baitfish profile. Combine this attractive action with Livingston’s EBS Technology™ and you have a deadly 1-2 combination that triggers fish to strike from double the distance of traditional lures.

$9.99

TOURNAMENT SERIES
Available Sounds: 6
Available Colors: 13

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<th>Sound</th>
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<td>True Bream</td>
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Lure Specs:  
Type: Crankbait, Depth: 5’, Action: Floating, Weight: .41 oz, Length: 2.4”, Features: EBS Smart Chip Hooks: 2X Strong, VMC BN X2 #4 X2
1200 Primetyme CB 2.0

The PRIMETYME CB 2.0 features a thin, circuit-board coffin bill that gives this bait erratic fleeing action, while it dives down to 6 feet. This action unites with EBS MultiTouch Technology™, allowing you to customize the bait with three different sounds! The result is a deadly 1-2 combination that triggers fish to strike from double the distance of traditional lures.

$13.99
TEAM LIVINGSTON SERIES
Available Sounds: 3
Available Colors: 10

Lure Specs:
Type: Crankbait, Depth: 4', Action: Shallow Diver,
Weight: .56 oz, Length: 2.6", Features: EBS Smart Chip
Hooks: 2X Strong, VMC BN #4 X2
3800 Primetyme CB 2.0

The PRIMETYME CB 2.0 features a thin, circuit-board coffin bill that gives this bait the erratic fleeing action of a baitfish while diving 4 to 6 feet. Combine this attractive action with Livingston’s EBS Technology™ and you have a deadly 1-2 combination that triggers fish to strike from double the distance of traditional lures.

$9.99
TOURNAMENT SERIES
Available Sounds: 3
Available Colors: 10

Lure Specs:
Type: Crankbait, Depth: 4’-6’, Action: Floating,
Weight: .56 oz, Length: 2.6”, Features: EBS Smart Chip
Hooks: 2X Strong, VMC BN X2 #4 X2
3700 Primetyme SQ 2.0

The PRIMETYME SQUARE 2.0 combines the action of a mid-range, erratic-running baitfish with Livingston’s EBS Technology™. The bait’s circuit-board squarebill creates an erratic hunting action, while the power of EBS draws fish from double the distance of traditional lures.

$9.99
TOURNAMENT SERIES
Available Sounds: 5
Available Colors: 18

Lure Specs: Type: Crankbait, Depth: 4’-6’, Action: Floating, Weight: .56 oz, Length: 2.6”, Features: EBS Smart Chip Hooks: 2X Strong, VMC BN #4 X2
1100 Primetyme SQ 2.0

The PRIMETyme SQ 2.0 features a thin, circuit-board square bill that creates a wicked “hunting” action. Fish in the 4- to 6-foot range can’t resist! You also have the attraction of EBS MultiTouch Technology™. That means you can change the sound of the bait to fit the situation and draw fish from double the distance of traditional lures.

$13.99
TEAM LIVINGSTON SERIES
Available Sounds: 3
Available Colors: 13

Lure Specs:
Type: Crankbait, Depth: 4’, Action: Shallow Diver,
Weight: .56 oz, Length: 2.6”, Features: EBS Smart Chip
Hooks: 2X Strong, VMC BN #4 X2
The HOWELLER DMC SQ is the championship-winning design of the Howeller DMC, but with a thin circuit-board square bill. It is specially designed to produce erratic actions at shallow to mid-range depths of 3 to 5 feet. This action is combined with the power of Livingston’s EBS Technology™, which emits natural baitfish sounds to draw fish from double the distance of traditional lures.

**10300 Howeller DMC SQ**

**Lure Specs:**  
*Type: Crankbait Shallow, Depth: Up to 5’, Action: Shallow Diver,*  
*Weight: .57 oz, Length: 2.48”, Features: EBS Smart Chip*  
*Hooks: 2X Strong Daiichi, #4 X2*

**$9.99 TOURNAMENT SERIES**  
Available Sounds: 3  
Available Colors: 8  

- Skee Shad #10303  
- Melon Shad #10311  
- Chartreuse Splatter Shad #10312  
- XXX Shad #10333  
- Copperhead #10337  

- Guntersville Craw #10343  
- Spring Craw #10350  

- True Bream #10335
1300 Howeller DMC SQ

The HOWELLER DMC SQ is the championship-winning design of the Howeller DMC, but with a thin circuit-board square bill designed to produce erratic actions at shallow to mid-range depths. Its EBS MultiTouch Technology™ lets you change its natural baitfish sounds to perfectly match the forage base and draw fish from double the distance of traditional lures.

$13.99
TEAM LIVINGSTON SERIES
Available Sounds: 3
Available Colors: 11

CONTAINS ALL 3 SOUNDS IN EACH LURE

Lure Specs:
Type: Shallow Depth: 4'; Action: Shallow Diver,
Weight: .57 oz, Length: 2.48", Features: EBS Smart Chip
Hooks: 2X Strong, Daiichi #4 X2
The FLATMASTER SQ is a flat-sided bait designed by Team Livingston pros who wanted a bait with EBS Technology™ and a tighter action (specifically for tough fishing conditions when the water is a little cooler). The FlatMaster casts impressively, comes through grass easily, and deflects well off cover to trigger big bites. Combine this with the output of the natural sounds of baitfish, and you significantly raise the effectiveness of this fish-catching design. The lure draws fish from double the distance of traditional lures.

**Lure Specs:**

- **Type:** Crankbait
- **Depth:** Up to 4’
- **Action:** Shallow
- **Weight:** .38 oz
- **Length:** 2.32”
- **Features:** EBS Smart Chip
- **Hooks:** 2X Strong VMC BN, #4 X2

**Price:** $9.99

**TOURNAMENT SERIES**

Available Sounds: 4
Available Colors: 12

- Sxee Shad #5803
- Melon Shad #5811
- Blue Gizzard Shad #5818
- AYU #5819
- Ginrin #5820
- Brown Craw #5842
- Guntersville Craw #5843
- Okie Craw #5849
- Spring Craw #5850
- Hot Mustard #5858
- Matte Tiger #5869
- Blue Back Herring #5870
5600 Shredder 53

The SHREDDER 53 was engineered by Team Livingston Pros to hit 6-foot depths with a subtle vibration that makes it especially effective in cooler waters. The Shredder 53 builds on its natural baitfish-imitating swim action with the draw of EBS Technology™, which emits actual biological sounds to effectively draw fish from double the distance of traditional lures.

$7.99
PRO SERIES
Available Sounds: 5
Available Colors: 15

Lure Specs: Type: Crankbait, Depth: Up to 6’, Action: Medium Diver, Weight: 0.41 oz, Length: 2.1”, Features: EBS Smart Chip, Rattles
Hooks: 2X Strong, Mustad #4 X2
The DEEP IMPACT 6 features a shad-like profile that produces a perfect wobbling action down to 6 feet, making it a great choice for attracting walleye. Combine its vibrating action with Livingston Lures’ exclusive EBS TechnologyTM to effectively attract fish from double the distance of traditional lures that rely on beads and rattles.

3100 Deep Impact 6

$9.99
TOURNAMENT SERIES
Available Sounds: 6
Available Colors: 15

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Lure Specs:  
**Type:** Crankbait, **Depth:** 6', **Action:** Floating, **Weight:** 0.4 oz  
**Length:** 2.36", **Features:** EBS Smart Chip  
**Hooks:** 2X Strong VMC BN, #6 X2
Medium diving crankbaits allow you to reach depths from 8 to 14 feet and include the world famous Howeller Dream Master Classic that Randy Howell used to come from behind to win the 2014 Bassmaster Classic. There are several different models to choose from depending on the depth, action and wobble.
6100 Dive Master Jr. 8

The new DM JR 8 features the anatomical details and EBS power of the DM Jr., but with a bigger bill that takes it down to the 8- to 10-foot depth range. The DM Jr. 8’s EBS chip emits the actual biological sounds of each baitfish that the lure’s color pattern represents, effectively drawing fish from double the distance of traditional lures.

$7.99

PRO SERIES
Available Sounds: 5
Available Colors: 17

Lure Specs:
Type: Crankbait, Depth: Up to 10’, Action: Medium Diver
Weight: .6 oz, Length: 2.3”, Features: EBS Smart Chip, Rattles
Hooks: 2X Strong Mustad, #4 X2
The DIVE MASTER 14 is engineered to run in the 14-foot depth range, where the bait’s EBS Technology™ and illuminated eyes virtually guarantee more strikes. The illumination fades in and out naturally. Combine that with the power of EBS and you have a wide-wobbling crankbait designed to come through cover without hanging up, while drawing fish from double the distance of traditional lures.

$L7.99$
PRO SERIES
Available sounds: 1
Available colors: 11

Lure Specs:  
**Type:** Crankbait,  **Depth:** 14',  **Action:** Medium,  **Weight:** .99 oz,  **Length:** 3",  **Features:** EBS Smart Chip, Rattles, Illumination  
**Hooks:** 2X Strong, Mustad #2 X2
The HOWELLER DREAM MASTER CLASSIC is the crankbait that helped Team Livingston pro Randy Howell win the 2014 Bassmaster Classic! Ideal for targeting medium-depth structures in the 8- to 10-foot range, the Howeller DMC boasts a compact body that produces the perfect, wide wobble. Throw in the power of EBS Technology™ and you have a championship-winning crankbait that draws fish from double the distance of regular baits.

**Lure Specs:**
- **Type:** Crankbait, **Depth:** 10’, **Action:** Medium Diver
- **Weight:** 0.6 oz, **Length:** 2.5”, **Features:** EBS Smart Chip, Rattles
- **Hooks:** 2X Strong, Daiichi #4 X2

**Available Sounds:**
- EBS CRAWFISH SOUND
- INSIDE
- EBS D территории SHAD SOUND
- INSIDE

**Available Colors:**
- Beauty Shad #0902
- Chartreuse Shad #0903
- Melon Shad #0911
- Chartreuse Splatter Shad #0912
- Chartreuse Sunrise Shad #0913
- Clearwater Shad #0914
- Bluetreuse #0915
- AYU #0919
- Ginrin #0920
- Real Shad #0925
- XXX Shad #0933
- True Bream #0935
- Money Gill #0936
- Copperhead #0937
- Okie Craw #0949
- Spring Craw #0950
- Citrus Sparkle #0954
- Matte Tiger #0969
- Guntersville Craw #0943

**TOURNAMENT SERIES**
- Available Sounds: 2
- Available Colors: 19

**Price:** $9.99
1000 Howeller DMC Plus

Lure Specs: **Type:** Medium, **Depth:** 10’, **Action:** Floating, **Weight:** .68 oz, **Length:** 2.6”, **Features:** EBS Smart Chip, **Hooks:** 2X Strong Daiichi, #4 X2

$13.99

TEAM LIVINGSTON SERIES
Available Sounds: 3
Available Colors: 13

The HOWELLER DMC PLUS is slightly larger than the Classic-winning Howeller Dream Master Classic and a must-have for your crankbait box. With a length of 2.6 inches and a slightly wider body than the original DMC, it runs at medium depths and produces a wide, strong wobble with fast action. EBS MultiTouch™ lets you change the sound the bait emits and effectively experience three baits in one.
The FLATMASTER is a flat-sided bait designed by Team Livingston pros who wanted a bait with EBS Technology™ and a tighter action. It’s built especially for tough fishing conditions when the water is a little cooler. The FlatMaster design combined with EBS gives you double the attraction distance of traditional lures.

$9.99
TOURNAMENT SERIES
Available Sounds: 3
Available Colors: 15

Lure Specs:
Type: Crankbait, Depth: 6-10', Action: Floating
Weight: 0.42 oz, Length: 2.32”, Features: EBS Smart Chip
Hooks: 2X Strong VMC BN, Flatmaster - #6 X2
2900 FlatMaster

The FLATMASTER is a flat-sided bait designed by Team Livingston pros who wanted a bait with EBS MultiTouch™ and a tighter action – specifically for tough fishing conditions. It casts well, comes through grass easily, and deflects well off cover. Plus, you’ll have the natural sounds of EBS Shad, EBS Craw or EBS Original. The FlatMaster draws fish from double the distance of traditional lures and is effectively three baits in one!

$13.99
TEAM LIVINGSTON SERIES
Available Sounds: 3
Available Colors: 12

Lure Specs: **Type:** Crankbait, **Depth:** 8’-10’, **Action:** Floating,
**Weight:** .42 oz, **Length:** 2.32”, **Features:** EBS Smart Chip
**Hooks:** 2X Strong, VMC BN #6 X2
The VAPOR 50 gives you a 50mm body and circuit-board coffin bill that was designed by Team Livingston pros who wanted a quick, tight-vibrating action. It hits depths in the 8- to 10-foot zone fast, cruising through grass and deflecting well off cover, all the while drawing fish from double the distance of traditional crankbaits, thanks to EBS Technology™. That natural sound of actual baitfish triggers more bites!

**Lure Specs:**
- **Type:** Crankbait
- **Depth:** Up to 10’
- **Action:** Medium Diver
- **Weight:** 0.4 oz
- **Length:** 2”
- **Features:** EBS Smart Chip
- **Hooks:** 2X Strong, VMC BN #6 X2

**2700 Vapor 50**

The VAPOR 50 gives you a 50mm body and circuit-board coffin bill that was designed by Team Livingston pros who wanted a quick, tight-vibrating action. It hits depths in the 8- to 10-foot zone fast, cruising through grass and deflecting well off cover, all the while drawing fish from double the distance of traditional crankbaits, thanks to EBS Technology™. That natural sound of actual baitfish triggers more bites!

**$9.99**

**TOURNEY SERIES**

| Available Sounds: 6 | Available Colors: 16 |

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The DEEP IMPACT 12 dives down to the 12-foot range, where it draws fish in with a strong wobble, realistic colors, and our revolutionary EBS Technology™. This bait is a great choice for the angler who’s looking to attract a walleye or draw fresh water fish from double the distance of traditional lures.

**$9.99**

**TOURNAMENT SERIES**
Available Sounds: 5
Available Colors: 12

**Lure Specs:**
Type: Crankbait,
Depth: 12’,
Action: Floating,
Weight: 0.58 oz,
Length: 2.76”,
Features: EBS Smart Chip
Hooks: 2X Strong VMC BN, #4 X2
4400 Diablo

Put the DIABLO in the water and witness its erratic “hunting” action! This 8- to 10-foot diver is your best choice for finicky bass. The 2-inch Diablo darts left and right on the retrieve, a hunting action that enhances its hard wobble and makes it irresistible to lock-jawed fish. This action is boosted with EBS Technology™, which increases the bait’s attraction distance to quadruple that of traditional baits. The Diablo’s action and colors unite with EBS, giving you an ideal bait for finicky fish!

$9.99

TOURNAMENT SERIES
Available Sounds: 5
Available Colors: 12

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Lure Specs: Type: Crankbait, Depth: 8’ up to 10’, Action: Floating, Weight: .42 oz, Length: 2”, Features: EBS Smart Chip Hooks: 2X Strong, VMC BN #6 X2
DEEP DIVING CRANKBAITS

Deep diving crankbaits provide you with a very effective technique for catching fish when they scatter on deep structure in late summer or are out deep on offshore structure. Livingston offers several deep water cranks from the classically designed Divemaster model to the ultra-deep 30 foot diving Howeller Deep Plus. These lures are especially effective because down deep where light doesn’t penetrate EBS Sound Technology gives you a big advantage by producing actual baitfish sounds that draw in a predator.
0400 Dive Master 20

The DIVE MASTER 20 is ideal for targeting deep structure, reaching depths of 20 feet, where the bait’s EBS Technology™ and illuminated eyes virtually guarantee more strikes. This illumination naturally fades in and out, uniting with EBS for a powerful combination. The wide-wobbling crankbait is designed to come through cover without hanging up, while drawing fish from double the distance of traditional lures.

$7.99
PRO SERIES
Available sounds: 1
Available colors: 11

Lure Specs:
- **Type:** Crankbait, **Depth:** 20’, **Action:** Deep Diver, **Weight:** 1.06 oz
- **Length:** 3”, **Features:** EBS Smart Chip, Rattles, Illumination
- **Hooks:** 2X Strong, Mustad #2 X2
The DEEP IMPACT 18 offers an attractive shad-like body design that produces a deep wobbling action that no predator fish can resist. It offers proven vibrating action in the 15- to 18-foot zone. This is combined with great colors and Livingston’s exclusive EBS Technology™ so you can attract deep-holding fish from double the distance of traditional lures.

$9.99
TOURNAMENT SERIES
Available Sounds: 5
Available Colors: 12

**Lure Specs:**
*Type:* Crankbait,  *Depth:* 18’,  *Action:* Floating,  
*Weight:* 1.06 oz,  *Length:* 3.15”,  *Features:* EBS Smart Chip
*Hooks:* 2X Strong VMC BN, #2 #3
The HOWELLER DEEP PLUS is the largest version of the Bassmaster Classic-winning Howeller DMC. With an oversized diving bill, it dives up to 30 feet and produces a wide, super-strong wobble with fast action. This championship design contains EBS MultiTouch, allowing you to change the sound the bait emits, experience three baits in one, and draw fish from double the distance of traditional lures!
10400 Howeller Deep Plus

The HOWELLER DEEP PLUS is the largest version of the Bassmaster Classic-winning Howeller DMC. With an oversized diving bill, the Howeller Deep Plus dives down to 30 feet, and produces a wide, super-strong wobble with fast, enticing action that fish in the deepest water can't resist. This championship design contains Livingston’s EBS Technology™, which has the power to draw fish from double the distance of traditional lures!

$14.99

TOURNAMENT SERIES
Available Sounds: 5
Available Colors: 12

- Sxee Shad
- Splatter Back Pearl
- Melon Shad
- AVU
- Chrome XXX Shad
- XXX Shad
- Orange Craw
- Spring Craw

Lure Specs:
- **Type:** Deep
- **Depth:** 5’ / 30’
- **Action:** Deep Diver
- **Weight:** 2.26 oz
- **Length:** 3.78”
- **Features:** EBS Smart Chip
- **Hooks:** 2X Strong Daiichi, 1/0 X2
The jerkbait is considered one of the most lethal baits in bass fishing and are one of the few bass lures that are highly effective year round. Jerkbaits can be fished extremely fast or slow, deep or shallow, or anywhere in between. With the assistance of one of the top jerkbait anglers on the Elite tour, Hank Cherry, Livingston offers one of the best. It’s designed to create a great injured bait action for any conditions, anytime of the year. Livingston crankbaits also offer the exclusive advantage of Electronic Baitfish Sound Technology that adds the sounds of real baitfish drawing in fish from far outside their range of sight.
2600 StickMaster 127

The STICKMASTER 127 is a versatile 127mm (5-inch) lure that can be fished in more ways than other jerkbaits. This lure builds on the benefits of the original StickMaster. It’s a slightly larger version of its predecessor, which provides anglers the ability to generate more strikes while completely motionless, as the EBS Technology™ calls out to fish. The combination of action and sound makes the StickMaster 127 irresistible to all predatory fish! It’s virtually guaranteed to catch more fish, and draw fish from double the distance of traditional lures.

$7.99

PRO SERIES
Available sounds: 1
Available colors: 12

Lure Specs:
Type: Jerkbait, Depth: 0-4', Action: Shallow Diver, Weight: .89 oz, Length: 5", Features: EBS Smart Chip, Rattles Hooks: 2X Strong, Mustad #2 X2
3400 JerkMaster 121

The slow-sinking JERKMASTER 121 was designed by Team Livingston pro Hank Cherry to dart/slash in the 4- to 6-foot range. Cast it a country mile thanks to its internal weight-transfer system. When you combine the JerkMaster 121’s darting action with Livingston’s exclusive EBS Technology™, you have a mid-depth jerkbait that effectively draws fish from double the distance of a traditional jerkbait.

$L9.99
TOURNAMENT SERIES
Available sounds: 1
Available colors: 13

**Lure Specs:**
- **Type:** Jerkbait
- **Depth:** 6’
- **Action:** Ultra Slow Sink
- **Weight:** 0.55 oz
- **Length:** 4.77”
- **Features:** EBS Smart Chip
- **Hooks:** 2X Strong, Mustad #4 X3
1500 JerkMaster 121

The slow-sinking JERKMASTER 121 was designed by Team Livingston pro Hank Cherry to dart/slash in the 4- to 6-foot range. Cast it a country mile. The JerkMaster 121’s darting action unites with EBS MultiTouch Technology™, giving you a mid-depth jerkbait to draw fish from double the distance of a traditional jerkbait. MultiTouch™ sound feature effectively provides 3 baits in 1.

$13.99
TEAM LIVINGSTON SERIES
Available Sounds: 3
Available Colors: 12

Lure Specs: Type: Jerkbait, Depth: 4'-6', Action: Shallow Diver, Weight:.54 oz, Length: 4.77", Features: EBS Smart Chip
Hooks: 2X Strong, Mustad #4 X3
The slow-sinking JERKMASTER 121D (the “Cherry Picker”) – designed by Team Livingston Pro Hank Cherry – is the next generation of jerkbaits. It features a unique body and lip design that produces a killer darting action down to 10 feet, and an internal weight transfer system that enables you to cast it like a laser. Combine the Cherry Picker’s killer action with the powerful attraction of EBS Technology™ and you’ll have a jerkbait capable of drawing fish from double the distance of a traditional jerkbait.
9300 Jigging Spoon

We’ve taken one of the most dependable lures ever – the jigging spoon – and made its vertical rip-and-flutter action more powerful with EBS Technology™. Experience a perfectly balanced 3-inch, ¾-ounce spoon that can be fished all year. Rip it aggressively for suspended fish in late summer, jig it vertically on structure for fish holding on the bottom in the fall, or drop it through the ice in the winter. Action is boosted thanks to EBS, which emits the biological sounds of baitfish. This “Fish Catching Machine” is an all-seasons’ option for bass, walleye, and other freshwater species.

$9.99
TOURNAMENT SERIES
Available Sounds: 5
Available Colors: 17

Lure Specs: Type: Spoon, Depth: Sinker, Action: Sinking,
Weight: .7 oz, Length: 3.15”, Features: EBS Smart Chip
Hooks: 2X Strong, VMC BN #4 X1
TOPWATER LURES

There is nothing more exciting for most anglers than the experience of seeing a great topwater blowup. Livingston offers several popping and walking topwater baits to choose from.

Topwater fishing is all about commotion, that’s why Livingston’s are so effective!! Equipped with the EBS bait fish sounds you can’t go wrong!!!

-Jacob Powroznik
0600 Pro Sizzle

The PRO SIZZLE is a walking-style topwater bait that produces explosive surface blow-ups like no other topwater. The Pro Sizzle features EBS Technology™ with illumination in the tail section, key components to attracting more fish. The illumination fades in and out on the retrieve, and when combined with the power of EBS, makes the Sizzle irresistible to fish foraging on the surface. A twitch of the rod allows any angler to “walk the dog” like a pro, and draw fish from double the distance of traditional lures.

$7.99
PRO SERIES
Available sounds: 1
Available colors: 14

The WALKING BOSS sports a time-tested design that translates into a side-to-side topwater sashay that fish can’t resist when they’re foraging. Combine that action with the power of EBS MultiTouch™, and you’ll be able to change the natural sounds the bait emits! This is a “walk the dog” bait that draws fish from double the distance of traditional lures and is effectively three baits in one.
**1800 Walking Boss II**

**Lure Specs:**
- **Type:** Topwater
- **Depth:** Topwater
- **Action:** Walking
- **Weight:** .85 oz
- **Length:** 4.7”
- **Features:** EBS Smart Chip
- **Hooks:** 2X Strong, VMC BN #4 X3 F

**TEAM LIVINGSTON SERIES**
Available Sounds: 3
Available Colors: 14

The WALKING BOSS II is a revolutionary topwater lure with an exaggerated, oversized, and cupped lip, which creates a powerful surface disturbance when retrieved. Simply cast and retrieve – either slow or fast – and the lip and jointed body create a topwater commotion to drive fish wild. This action unites with EBS MultiTouch™ to draw fish from double the distance of traditional topwater lures and essentially give you three baits in one.

$13.99

CONTAINS ALL 3 SOUNDS IN EACH LURE

- Beauty Shad #1802
- Blue Pearl Shad #1818
- Ginrin #1820
- Pure Bone Shad #1824
- Green Ghost Shiner #1826
- Black Silver Shiner #1827
- Chartreuse Blue Shiner #1829
- XXX Shad #1833
- Money Gill #1836
- Citrus Sparkle #1854
- Brown Hitch #1862
- Sexy Melon #1867
- Natural Perch #1886
- Midnight #1892
10100 Walking Boss

The WALKING BOSS sports a time-tested body design that translates into a side-to-side topwater sashay that fish can’t resist when they’re foraging near the surface. Combine this action with the powerful call of EBS Technology™, and you’ll have the advantage of a Fish Catching Machine! Experience the difference found in a “walk the dog” topwater bait that draws fish from double the distance of traditional lures.

$10.99
TOURNAMENT SERIES
Available Sounds: 3
Available Colors: 8

Lure Specs:
Type: Topwater, Depth: Topwater, Action: Walking
Weight: .75 oz, Length: 4.7”, Features: EBS Smart Chip
Hooks: 2X Strong, VMC BN #4 X3 F
10200 Walking Boss II

The WALKING BOSS II is a revolutionary topwater lure that features an exaggerated, oversized, and cupped lip, which creates a uniquely powerful surface disturbance when it’s retrieved. And it is simple for even the most inexperienced angler to fish. Simply cast and retrieve – either slow or fast – and the unique design of the lip and jointed body create a topwater commotion that drives fish wild. The Walking Boss II’s action is combined with the attraction of EBS Technology™ to draw fish from double the distance of traditional topwater lures.

$10.99
TOURNAMENT SERIES
Available Sounds: 2
Available Colors: 8

**Lure Specs:**
Type: Topwater, Depth: Topwater, Action: Walking
Weight: .85 oz, Length: 4.7”, Features: EBS Smart Chip Hooks: 2X Strong, VMC BN #4 X3 F
3600 SpinMaster

The SPINMASTER is equipped with propellers on the front and back, creating fish-attracting bubbles and a surface disturbance during the retrieve. The bait’s internal counter-weight chamber also causes the SpinMaster to roll on its side, better mimicking a baitfish floundering on the surface. Combine that with the actual sounds of a baitfish from the EBS Technology™ and you’ll draw fish from double the distance of traditional prop baits.

$9.99
TOURNAMENT SERIES
Available Sounds: 3
Available Colors: 13

Lure Specs:
Type: Top Water Pop, Depth: Top Water, Action: Floating
Weight: 0.58 oz, Length: 2.6”, Features: EBS Smart Chip
Hooks: 2X Strong, VMC BN #4 X2 F
4300 Freddy B

Changing the face of frog fishing, FREDDY B is the first soft, hollow-bodied frog that emits the actual biological sound of a frog, thanks to the new EBS Frog sound! Is there really any more to say? Freddy B features a specialized ultra-sticky frog hook, excellent castability, and maneuverability through structures and pads. Keep Freddy B still on the pad longer to allow the EBS Frog sound to trigger big bass.

$9.99
TOURNAMENT SERIES
Available sounds: 1
Available colors: 4

EXCLUSIVE COLORS

Green #4345
Black #4347
Yellow #4346
White #4348

Lure Specs:
Type: Frog, Depth: Topwater, Action: Floating
Weight:.9 oz, Length: 2.83”, Features: EBS Smart Chip
Hooks: Custom Heavy Wire 5/0
1600 Walk ‘N Pop 77

The WALK N POP 77 features a deeply concave face that maximizes water displacement. This popper pops and spits water like no other! Its fish-calling attraction is boosted by EBS MultiTouch™, meaning you can change the natural sounds the bait emits and draw fish from double the distance of traditional poppers! The 77’s weight and balancing system allows anglers to cast with precision.

Lure Specs:
Type: Popper, Depth: Floating, Action: Pop & Chug, Weight: .61 oz, Length: 3”, Features: EBS Smart Chip Hooks: 2X Strong, VMC BN #3 X2 F

$13.99
TEAM LIVINGSTON SERIES
Available Sounds: 3
Available Colors: 13
5300 Walk ‘N Pop 67

The WALK N POP 67 features a deeply concave face that’s designed to maximize water displacement. Translation: this popper pops and spits water like no other! Its fish-calling attraction is enhanced even further with EBS Technology™, which draws fish from double the distance of traditional poppers! The Walk N Pop 67’s weight and balancing system allows anglers to cast with great precision, a necessity for fishing tight windows where poppers excel.

$9.99

TOURNAMENT SERIES
Available Sounds: 5
Available Colors: 14

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Lure Specs:
Type: Topwater Popper, Depth: Topwater, Action: Popping
Weight: 0.4 oz, Length: 2.64”, Features: EBS Smart Chip Hooks: 2X Strong, VMC BN #6 X2 F
Byron Velvick’s Livingston lures has made my “swimbait wish-list” come to life!!

I just LOVE the incredible action, versatility, and adjustable range of depth in our Venom and Viper Glide series with EBS technology, and have been AMAZED at the various fresh and saltwater species that absolutely crush these baits.

I’m also extremely excited about the certain success our new Slingshot soft-plastic swimbait! This bait in primitive, homemade/prototype form has been a secret small swimbait I’ve been utilizing with incredible success in both National Bass tournamants and for all kinds of other fresh and saltwater species for several years! The life-like swimming action and “castability” of the Slingshot is simply amazing! Now it’s finally available to every angler for all types of gamefish.

Livingston swimaits are a MUST HAVE for today’s tech-savvy anglers!!

-Byron Velvick
7300 Slingshot

Discover the next great secret in swimbait. The SLINGSHOT combines the tight vibration and flutter-fall attraction of the best lipless crankbaits; the enticing, tail-flapping action of a soft plastic swimbait; and the natural acoustic draw of Livingston’s EBS™. With its elongated profile, this “fleeting bait imitator” will entice a variety of fresh water or saltwater species—and excel as a shad imitation when fished over deep schools of bass. Simply cast the Slingshot, and let it flutter to the bottom as EBS automatically activates. Then lift, crank, drop and repeat. The Slingshot’s “Inspired by Nature” electronic baitfish sound technology produces an attraction fish can’t resist!

Lure Specs:  
**Type:** Swimbait, **Depth:** Sinker, **Action:** Sinker  
**Weight:** 1.07 oz, **Length:** 5.11”, **Features:** EBS Smart Chip  
**Hooks:** 2X Strong, VMC BN #4 X1

$7.99  
**SWIMBAIT SERIES**  
Available Sounds: 1  
Available Colors: 5
With one look at the VENOM 6’s profile, anglers will know that they have a perfect imitation of baitfish that are present in virtually every fishery in the world: shad, bluegill, etc. That profile, combined with the bait’s ultra-realistic, slow-swimming action and the powerful call of EBS Technology, make the Venom a can’t-miss for everything from trophy musky to stripers. Even more impressive, the Venom features an exclusive Variable Weight System, which allows anglers to fish it at multiple depths: topwater, sub-surface, suspending, or on a slow sink. The Venom is several baits in ONE, and effectively draws fish from double the distance of traditional lures! Built with 2mm wire-through construction.

**Lure Specs:**
- **Type:** Swimbait
- **Depth:** Adjustable
- **Action:** Adjustable
- **Weight:** 2.3 oz
- **Length:** 6.26”
- **Features:** EBS Smart Chip
- **Hooks:** VMC BN, 2X Strong #1F - #1
With one look at the VENOM 8’s profile, anglers will know that they have a perfect imitation of baitfish that are present in virtually every fishery in the world: shad, bluegill, etc. That profile, combined with the bait’s ultra-realistic, slow-swimming action and the powerful call of EBS Technology, make the Venom a can’t-miss for everything from trophy musky to stripers. Even more impressive, the Venom features an exclusive Variable Weight System, which allows anglers to fish it at multiple depths: topwater, sub-surface, suspending, or on a slow sink. The Venom is several baits in ONE, and effectively draws fish from double the distance of traditional lures! Built with 2mm wire-through construction.
The VIPER 6 combines the expertise of Team Livingston’s most knowledgeable swimbait and musky experts, and the unmatched predator-attracting power of EBS technology. The result is a 6-inch bait with a slow-swimming profile that perfectly mimics the natural motion of forage fish. These attractive qualities are further enhanced by ultra-realistic color finishes and the unprecedented ability to change the actual biological sounds the bait emits through EBS! The Viper features an exclusive Variable Weight System, allowing you to fish in several different ways: just below the surface/topwater, suspended, or slow-rolled along the bottom where predatory species like oversized musky and pike simply can’t resist its natural call. The Viper is the perfect “Fish Catching Machine” for musky, pike, stripers, walleye, and more. It’s built with 2mm wire-through construction.
The VIPER 8 combines the expertise of Team Livingston’s most knowledgeable swimbait and musky experts, and the unmatched predator-attracting power of EBS technology. The result is a 8-inch bait with a slow-swimming profile that perfectly mimics the natural motion of forage fish. These attractive qualities are further enhanced by ultra-realistic color finishes and the unprecedented ability to change the actual biological sounds the bait emits through EBS! The Viper features an exclusive Variable Weight System, allowing you to fish in several different ways: just below the surface/topwater, suspended, or slow-rolled along the bottom where predatory species like oversized musky and pike simply can’t resist its natural call. The Viper is the perfect “Fish Catching Machine” for musky, pike, stripers, walleye, and more. It’s built with 2mm wire-through construction.

Lure Specs:
- **Type:** Swimbait
- **Depth:** Adjustable
- **Action:** Adjustable
- **Weight:** 6.22 oz
- **Length:** 8”
- **Features:** EBS Smart Chip
- **Hooks:** VMC BN, 3X Strong 1/O F - 1/O

CONTAINS ALL 3 SOUNDS IN EACH LURE

Available Sounds: 3
Available Colors: 12
The Predator series is a classification for those lures that go after those toothy critters that hang out in cold water lakes and ponds. Like the Musky, pike and walleye. With the assistance of one of the worlds most accomplished predator angler, Pete Maina, Livingston offers several models that range from topwater, shallow to deep divers as well as in-line spinners all of which offer the sounds of real baitfish like minnows, perch, shad and several more.
6900 BullDozer

The BULLDOZER gets its name from a unique lip design and action, which combines with its 5 3/4-inch baitfish profile to create one of the most effective shallow divers (4 to 6 feet) ever produced! It’s ideal for trolling or casting for northern pike, musky, walleye and striped bass. This lure’s tight wobble and kick-out/darting action are made even more effective with the addition of EBS Technology™. When the Bulldozer hits the water, EBS becomes active, emitting the natural sound of a baitfish. This “Fish Catching Machine” not only looks and swims like a baitfish, but sounds like one too! The Bulldozer is extremely versatile. It can be trolled, cranked or twitched for walleye, striped bass, peacock bass and other monster predators of the freshwater world. The Bulldozer is built with solid 2mm line-through construction, and its EBS draws fish from double the distance of traditional lures.

$9.99

PREDATOR SERIES
Available Sounds: 6
Available Colors: 17

Lure Specs: Type: Crankbait, Depth: Up to 4’, Trolling: 2.5 mph up to 3.2 mph,
Action: Shallow Diver, Weight: 2.31 oz, Length: 5.7”,
Features: EBS Smart Chip, Hooks: 3X Strong, VMC BZ 3/O X2
The RACHEL will fill several roles in your musky/pike-fishing tackle box. You can troll it down to 15 feet and let the classic wide wobble go to work. You can crank it like a traditional crankbait down to 6 feet. Or you can twitch it like a jerkbait, with lots of erratic darting action. However you choose to fish this lure, you’ll have the advantage of EBS Technology™, which emits the actual biological sounds of forage that predators commonly feed on. That translates into an attraction radius that’s double that of a traditional lure and the ultimate enhancement to the Rachel’s versatility as a must-have bait for predators! Built with 2mm wire-through construction.

$20.99
PREDATOR SERIES
Available Sounds: 5
Available Colors: 13

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<thead>
<tr>
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<td>Carp/Suckerfish</td>
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Lure Specs: **Type:** Crankbait, **Depth:** 2'-6', **Trolling:** 2.3mph - 3.5 mph
**Action:** Slow Float **Weight:** 3.25 oz, **Length:** 7.6”, **Features:** EBS Smart Chip, **Hooks:** 3X Strong, VMC BZ 3/0 X3
The DARTER 233 is one of the most versatile lures you'll ever fish for trophy musky, pike, walleye and striped bass. The elongated body and lip design allow you to troll, crank, or twitch it, with the kind of side-to-side wobble that oversized predators can't resist. The Squeaky Pete shines when it's twitched. Cast it, and occasionally snap-twitch it to make it dart erratically at mid-depth, an action that will drive aggressive fish wild. Combine that with the power of EBS Technology™ — the actual biological sounds of common forage species like perch and bluegill — and you have the ability to attract fish from double the distance of traditional twitch baits! Built with 2mm wire-through construction.

**Lure Specs:**
- **Type:** Crankbait, **Depth:** 2'-7', **Trolling:** 2.5mph -3.9 mph
- **Action:** Floating, **Weight:** 3.08 oz, **Length:** 9.2"
- **Features:** EBS Smart Chip, **Hooks:** 3X Strong, VMC BZ 3/0 X3

**5000 Darter 233**

**PREDATOR SERIES**
- Available Sounds: 5
- Available Colors: 13

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**$21.99**

**Available Sounds:**
- EBS Shad Sound
- EBS Perch Sound
- EBS Cisco Sound
- EBS Herring Sound
- EBS Goby Sound

**Available Colors:**
- Carp/Suckerfish #5051
- Canadian Crush #5063
- Matte Tiger #5069
- Orange Tiger #5071
- Natural Perch #5086
- Juvenile Pike #5088
- Holographic Silver Shiner #5089
- Black Perch #5095
- Yellow Perch #5099
- Shimmering Shad #5097
- Whitefish #5053
- Cisco #5072
- Gold Metallic Scale Black #5090
7100 Head Hunter

The double-jointed HEAD HUNTER combines the fish-catching characteristics of three baits in one. It features the predator-attracting, slow-swimming action of a swimbait; the hard-vibrating, hunting action of a shallow crankbait; and an enticing kick-out/darting action on the troll that mimics the sounds of a baitfish like no other trolling bait. Combine the Head Hunter’s natural action and slow sink with EBS Technology™, and the bait instantly becomes one of the most effective hard lures ever designed for giant Northern pike, musky, striped bass, walleye and big bucketmouth bass. Whether you slow-roll it like a swimbait, fast-retrieve it like a shallow-running crankbait (up to 4 feet) or troll it, Head Hunter is a must-have “Fish Catching Machine” for freshwater predators! Built with 2mm wire-through construction.

$14.99

PREDATOR SERIES
Available Sounds: 7
Available Colors: 19

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Lure Specs:  **Type:** Crankbait,  **Depth:** Up to 4’,  **Trolling:** 2.5 mph up to 4.5 mph,  **Action:** Shallow Diver,  **Weight:** 1.55 oz,  **Length:** 6.26”,  **Features:** EBS Smart Chip,  **Hooks:** 2X Strong, VMC BZ 1/0 X2
**Lure Specs:**
Type: Crankbait, Depth: 6' to 10', Trolling: Up to 15', Action: Medium Diver, Weight: 2.99 oz, Length: 8.7'', Features: EBS Smart Chip, Hooks: 2X Strong, VMC BZ #4

**PREDATOR SERIES**
Available Sounds: 7
Available Colors: 19

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<td>Cisco</td>
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5100 Head Hunter Magnum

Take one look at the double-jointed body and crankbait-style lip on the HEAD HUNTER MAGNUM and you know immediately that this is a trophy musky/pike/walleye bait unlike anything you’ve seen before. The Head Hunter Magnum features the predator-attracting, slow-swimming action of a swimbait; the hard-vibrating, hunting action of a shallow crankbait; and an enticing kick-out/darting action on the troll that mimics a baitfish unlike any other trolling bait. Combine the Headhunter’s natural action and slow sink with EBS Technology™ – the actual biological sounds of baitfish – and the bait instantly becomes THE choice for trophy fish whenever they’re relating to bigger forage. Built with 2mm wire-through construction.

$22.99

PREDATOR SERIES
Available Sounds: 4
Available Colors: 8

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Lure Specs: Type: Crankbait, Depth: 4’-12’, Action: Floating, Trolling: 2mph up to 3.5mph

Weight: 5.05 oz, Length: 10”, Features: EBS Smart Chip

Hooks: 3X Strong, VMC BZ 4/0 X2
7400 EBS Walleye 136

The model 136 EBS Walleye lure is designed for casting and trolling. It has a prominent side to side- flash of a baitfish action which triggers bites. Along with it, 21st century EBS Sound Technology to add the sounds of a Perch, Minnow or Panfish as it swims through the water and you have one of the deadliest walleye lures in the water.

$9.99

PREDATOR SERIES
Available Sounds: 3
Available Colors: 12

Lure Specs:

**Type:** Crankbait, **Depth:** 2’ TO 5’, **Action:** Suspending, **Weight:** .71 oz, **Length:** 5.4”, **Features:** EBS Smart Chip, **Hooks:** VMC BN X2 #4
8800 EBS Walleye 90

The model 90 EBS Walleye lure is designed for casting and trolling. It does an amazing job of mimicking injured or fleeing baitfish coupled with the advantage of sounding like a Perch, Minnow or Panfish baitfish with EBS sound technology that triggers strikes like no other lure out there!!

Lure Specs:

**Type:** Crankbait,  **Depth:** Up to 4’,  **Trolling:** Troll to 8’,  **Action:** Floating,  **Weight:** .51 oz,  **Length:** 3.5”,  **Features:** EBS Smart Chip,  **Hooks:** VMC BN X2 #4

**NEW!**

$9.99

**PREDATOR SERIES**

Available Sounds: 3
Available Colors: 12

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<td><strong>Minnow Sound</strong></td>
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<tr>
<td><strong>Panfish Sound</strong></td>
<td>Sherbert #8803, Purple Rain #8806, Purple Tiger #8807</td>
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</table>
10700 EBS Walleye 111

The model 111 EBS Walleye lure is designed for casting and trolling. The sleek design mimics the swim action of a minnow with its radical side to side action. Add to this EBS Sound Technology and the sounds of a Perch, Minnow or Panfish draw fish in from outside the range of sight to trigger deadly strikes!!

$9.99

PREDATOR SERIES
Available Sounds: 3
Available Colors: 12

**Lure Specs:**
- **Type:** Crankbait
- **Depth:** Up to 6'
- **Trolling:** Troll from 8' to 12'
- **Action:** Floating
- **Weight:** .5 oz
- **Length:** 4.3"
- **Features:** EBS Smart Chip
- **Hooks:** 2X Strong, VMC BN #4
In the words of renowned predator expert Pete Maina, the DIRTY DANCER 126 has “the wildest action and vibration you’ll ever see” in a lure for pike, musky, walleye, striped bass, and more. The DD 126’s action starts up front with the dished-out nose and continues through the extended, jointed body, which allows it to vibrate and shimmy aggressively at any trolling speed. It can also be cast and retrieved. The aggressive action allows even the most inexperienced musky angler to fish it effectively. Simply reel it slowly and allow the action and power of EBS Technology™ to draw fish from double the distance of any traditional predator lure. Built with 2mm wire-through construction.

$19.99
PREDATOR SERIES
Available Sounds: 3
Available Colors: 8

Lure Specs:
5400 Dirty Dancer 143

This bigger cousin of the Dirty Dancer 123 is your bait of choice in the fall, when you’re hunting for the biggest musky or pike of your life. The DIRTY DANCER 143 was designed for trolling, with a proven “banana plug” nose and a cleverly engineered jointed body that imparts the kind of aggressive action and vibration that attract the true giants. That action is boosted by EBS Technology™, which emits the actual biological sounds of forage species that predators are programmed by nature to respond to. Troll the DD 143 down 8 feet, or cast and retrieve it when a cold front is moving in. Then, watch the power of EBS call giant musky and pike from double the distance of a traditional lure! Built with 2mm wire-through construction.

$20.99

PREDATOR SERIES
Available Sounds: 3
Available Colors: 8

Carp/Suckerfish #5451
Matte Tiger #5469
Orange Tiger #5471
Natural Perch #5486
Juvenile Pike #5488
Holographic Silver Shiner #5489

Whitefish #5453

Cisco #5472

Lure Specs: **Type:** Crankbait, **Depth:** 2’-4’, **Trolling:** 2.3mph - 2.9mph, **Action:** Sinking, **Weight:** 2.7 oz, **Length:** 9.2”, **Features:** EBS Smart Chip, **Hooks:** 3X Strong VMC BZ, 6/0-3/0 X2
7500 Striker 173

Whether you’re casting and retrieving the STRIKER 173, or trolling it over structure, this lure’s wide side-to-wide wobble is impossible for big pike, musky, walleye and striped bass to resist. The Striker’s body design stands out for twitching as well. The harder the twitch, the wider the natural side-to-side swimming range. It’s all enhanced by the unmatched attraction of EBS Technology™, which mimics the sounds of baitfish and draws fish from double the distance of traditional lures. The Striker 173 features solid 2mm line-through construction.

$14.99
PREDATOR SERIES
Available Sounds: 6
Available Colors: 17

Carp/Suckerfish #7551
Walleye #7552
Canadian Crush #7563
Matte Tiger #7569
Natural Perch #7586

Black & Orange #7587
Juvenile Pike #7588
Holographic Silver Shiner #7589
Black Perch #7595

Threadfin Shad #7523
Chrome XXX Shad #7531
Gold Digger #7573
Midnight #7592

Whitefish #7553

Gold Metallic Scale Black #7590

Crappie #7538

Cisco #7572

Lure Specs: **Type:** Crankbait, **Depth:** Up to 6’, **Trolling:** 2.9 mph up to 3.5 mph, **Action:** Medium Diver, **Weight:** 3.26 oz, **Length:** 6.8”, **Features:** EBS Smart Chip, **Hooks:** VMC BR X2 2/0
The two-piece/single-jointed POUNDER is a great bait to cast and retrieve over structure. Its tight wobble – plus natural wobble and clatter created by a jointed body – also make it a standout trolling lure for giant musky, pike, walleye and striped bass. That mid-depth attraction ratio is made even more powerful thanks to EBS Technology™, which enhances the Pounder’s action. EBS draws fish from double the distance of traditional lures, and the bait is built with solid 2mm line-through construction.

Lure Specs: **Type:** Crankbait, **Depth:** Up to 6’, **Trolling:** 2.9 mph up to 3.5 mph

**Action:** Medium Diver, **Weight:** 3.05 oz, **Length:** 6.81”, **Features:** EBS Smart Chip, **Hooks:** 2X Strong, VMC BZ 2/0 X3

Available Sounds: 6
Available Colors: 17

- Carp/Suckerfish #7251
- Walleye #7252
- Canadian Crush #7263
- Pink Lemonade #7265
- Matte Tiger #7269
- Orange Tiger #7271

- Natural Perch #7286
- Black & Orange #7287
- Juvenile Pike #7288
- Holographic Silver Shiner #7289
- Black Perch #7295

- Midnight #7292
- Shimmering Shad #7297

- Whitefish #7253
- Crappie #7238

- Gold Metallic Scale Black #7290
- Cisco #7272
The VOYAGER 15’s strong wobble, elongated minnow-style body and quick-diving lip were created with mid-depth trolling in mind. Built to reach depths up to 15 feet with a natural swim action that perfectly imitates baitfish swimming over weeds and rocks, the attraction radius of the Voyager 15 in the mid-water column is enhanced with EBS Technology™, which emits the actual biological sounds of baitfish. The VOYAGER 15 is also great for casting and retrieving when depth control to the 10- to 15-foot zone is critical. The Voyager 15 uses premium components that make this lure a must-have “Fish Catching Machine” in your predator-hunting arsenal. Built with 2mm wire-through construction.

**Lure Specs:**
- **Type:** Crankbait
- **Depth:** Up to 15’
- **Trolling:** 6 mph up to 8 mph
- **Action:** Medium Diver
- **Weight:** 1.09 oz
- **Length:** 4.7”
- **Features:** EBS Smart Chip
- **Hooks:** 3X Strong, VMC BZ 1/0 X2
The VOYAGER 15’s strong wobble, elongated minnow-style body and quick-diving lip were created with mid-depth trolling in mind. Built to reach depths up to 15 feet with a natural swim action that perfectly imitates baitfish swimming over weeds and rocks, the attraction radius of the Voyager 15 in the mid-water column is enhanced with EBS Technology™, which emits the actual biological sounds of baitfish. The VOYAGER 15 is also great for casting and retrieving when depth control to the 10- to 15-foot zone is critical. The Voyager 15 uses premium components that make this lure a must-have “Fish Catching Machine” in your predator-hunting arsenal.

**Lure Specs:**
- **Type:** Crankbait
- **Depth:** Up to 15', **Trolling:** 6 mph up to 8 mph,
- **Action:** Medium Diver, **Weight:** 1.09 oz, **Length:** 4.7”,
- **Features:** EBS Smart Chip, **Hooks:** 3X Strong, VMC BZ 1/0 X2

**PREDATOR SERIES**
Available Sounds: 3
Available Colors: 12

- Limelight #10601
- Cotton Candy #10605
- Mardi Gras #10609
- Flamingo #10611
- Wonder Bread #10613
- Purple Phantom #10602
- Kiwi #10604
- Tequila Sunrise #10608
- Fire Tiger #10612
- Sherbert #10603
- Purple Rain #10606
- Purple Tiger #10607

**NEW!**
7800 Interceptor

Engineered to dive deep quickly while producing a hard-vibrating swim action, the INTERCEPTOR is your best tool for finding giant pike, musky, walleye and striped bass lurking on offshore structure in the 18-20 foot range. And once it’s down there, this lure coaxes the largest predators in the food chain to bite through the power of EBS Technology, which emits the actual biological sounds of baitfish. The Interceptor produces a wicked side-to-side wobble and vibration that holds its track at high trolling speeds over sharp breaklines, where the biggest predators often live. The Interceptor draws fish from double the distance of traditional lures thanks to EBS. It’s built with 2mm wire-through construction.

$10.99

PREDATOR SERIES
Available Sounds: 5
Available Colors: 15

Lure Specs:  
**Type:** Crankbait, **Depth:** 18’ to 20’, **Trolling:** 2.8 mph up to 3.9 mph, **Action:** Medium Diver, **Weight:** .94 oz, **Length:** 4.3”, **Features:** EBS Smart Chip  
**Hooks:** 2X Strong, VMC BZ #1 X2
7800 Interceptor

$10.99
PREDATOR SERIES
Available Sounds: 3
Available Colors: 12

Limelight #7801
Cotton Candy #7805
Mardi Gras #7809
Flamingo #7811
Wonder Bread #7813

Purple Phantom #7802
Kiwi #7804
Tequila Sunrise #7808
Fire Tiger #7812

Sherbert #7803
Purple Rain #7806
Purple Tiger #7807

Lure Specs:
Type: Crankbait, Depth: 18’ to 20’, Trolling: 2.8 mph up to 3.9 mph,
Action: Medium Diver, Weight: .94 oz, Length: 4.3”,
Features: EBS Smart Chip Hooks: 2X Strong, VMC BZ #1 X2
The 8-inch WALKING BOSS II MAGNUM is a revolutionary topwater that features an exaggerated, oversized, and cupped lip, which creates a uniquely powerful surface disturbance when it’s retrieved. And it’s simple for even the most inexperienced angler to fish: just cast and retrieve – either slow or fast – and the unique design of the lip and body creates an undeniable topwater commotion. Combine the WB II Magnum’s action with the attraction of EBS Technology to draw predators from double the distance of traditional topwater lures. The WB II Magnum is built with 2mm wire-through construction and is equipped for big fish.

$19.99
PREDATOR SERIES
Available Sounds: 4
Available Colors: 17

<table>
<thead>
<tr>
<th>Available Sounds</th>
<th>Available Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
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</tbody>
</table>

**Lure Specs:**  
*Type:* Topwater,  
*Depth:* Topwater,  
*Action:* Walking,  
*Weight:* 4.42 oz,  
*Length:* 8.15”,  
*Features:* EBS Smart Chip  
*Hooks:* 3X Strong, VMC BZ 4/0 - 3/0 - 3/0 F
7600 Walking Boss Magnum

The 8-inch WALKING BOSS MAGNUM is the new pinnacle for walking baits. Enhanced with the power of EBS and designed to produce an irresistible side-to-side topwater commotion, the Walking Boss Magnum is a can’t-miss for giant musky and pike, to name a few. The bait’s elongated body design produces a flashy “walk the dog” action, while EBS reaches out to predators at double the distance of traditional lures! Add sturdy 2mm wire-through construction and VMC 4X premium hooks and you have a topwater lure that’s built to withstand the abuse of the multiple fish it attracts.

$19.99

PREDATOR SERIES
Available Sounds: 2
Available Colors: 9

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<thead>
<tr>
<th>Sound</th>
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<tr>
<td>EBS PERCH SOUND</td>
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<td>EBS SHAD SOUND</td>
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<td>#7669</td>
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<td></td>
<td>Orange Tiger</td>
<td>#7671</td>
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<tr>
<td></td>
<td>Natural Perch</td>
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<tr>
<td></td>
<td>Black &amp; Orange</td>
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<tr>
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<td>Juvenile Pike</td>
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<td>Holographic Silver Shiner</td>
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<td>Shimmering Shad</td>
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<td>Midnight</td>
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Lure Specs:  **Type:** Topwater,  **Depth:** Topwater,  **Action:** Walking,
  **Weight:** 4.2 oz,  **Length:** 7.99”,  **Features:** EBS Smart Chip
  **Hooks:** 3X Strong, VMC BZ 4/O - 3/O - 3/O F
6500 Venom 6

The VENOM 6 and 8’s profile allows predator anglers the ability to perfectly match the baitfish present in their individual fisheries: shad, bluegill, etc. That fish-attracting profile, combined with the bait’s ultra-realistic, slow-swimming action and the powerful call of EBS Technology, make the Venom a can’t-miss for everything from trophy musky to stripers. The Venom can be fished at multiple depths (topwater, sub-surface, suspending, or on a slow sink) thanks to a Variable Weight System that turns it into several baits in one. Built with double strength anchors points for strong hook reliability.

$24.99

PREDATOR SERIES
Available Sounds: 3
Available Colors: 11

Carp/Suckerfish #6551
Walleye #6552
Canadian Crush #6563
Pink Lemonade #6565
Matte Tiger #6569
Orange Tiger #6571
Natural Perch #6586
Juvenile Pike #6588
Black Perch #6595
Cisco #6572
Gold Metallic Scale Black #6590

EBS PERCH SOUND INSIDE

EBS CISCO SOUND INSIDE

EBS GOBY SOUND INSIDE

Lure Specs: Type: Swimbait, Depth: Adjustable, Action: Adjustable, Weight: 2.29 oz, Length: 6.3”, Features: EBS Smart Chip
Hooks: VMC BZ, 3X Strong 1/0 F - 1/0
$24.99

**PREDATOR SERIES**
Available Sounds: 4
Available Colors: 13

**Lure Specs:**
*Type:* Swimbait, *Depth:* Adjustable, *Action:* Adjustable,
*Weight:* 4.15 oz, *Length:* 8”, *Features:* EBS Smart Chip
*Hooks:* VMC BZ, 3X Strong 1/0 F - 1/0
The Livingston Predator Series of swimbaits includes some of the most inspired lure designs ever created for musky, pike and other predators of the freshwater world. The VIPER glide bait combines the expertise of swimbait pioneer Byron Velvick and the knowledge of renowned musky hunter Pete Maina with the unmatched predator-attracting power of EBS Technology to produce a predator bait for the ages. The Viper’s slow-swimming glide perfectly mimics the natural swimming motion of forage fish. This glide is further enhanced by ultra-realistic color finishes and the unprecedented ability to change the actual biological sounds the bait emits through EBS! The Viper features an exclusive Variable Weight System, allowing you to fish it several different ways: just below the surface/topwater, suspended, or slow-rolled along the bottom where predatory species, like oversized musky and pike, simply can’t resist its natural call. This is truly a “Fish Catching Machine” for freshwater predators! Built with double strength anchors points for strong hook reliability.

Lure Specs: Type: Swimbait, Depth: Adjustable, Action: Adjustable, Weight: 2.65 oz, Length: 5.87”, Features: EBS Smart Chip

Hooks: VMC BZ, 2X Strong #1F - #1

$24.99

PREDATOR SERIES
Available Sounds: 5
Available Colors: 16

Carp/Suckerfish #6751
Walleye #6752
Canadian Crush #6763
Pink Lemonade #6765
MatteTiger #6769

Orange Tiger #6771
Natural Perch #6786
Black & Orange #6787
Holographic Silver Shiner #6789
Black Perch #6795

Whitefish #6753
Blue Back Herring #6770
Bluegill #6756

Gold Metallic Scale Black #6790
Goby #6798
Crapppie #6738
6800 Viper 8

$L24.99

PREDRATOR SERIES
Available Sounds: 5
Available Colors: 14

Lure Specs:
Type: Swimbait, Depth: Adjustable, Action: Adjustable,
Weight: 6.22 oz, Length: 8”, Features: EBS Smart Chip
Hooks: VMC BZ, 3X Strong 5/0 F - 4/0
6200 EBS Spinner 50

This lure unites fish-catching tradition and revolutionary technology. The EBS SPINNER 58 advances the time-tested abilities of the classic inline spinner. Flashing blades are enhanced by EBS Technology™, which emits the actual biological sounds of baitfish (shad and perch) that predator species like muskie, walleye, striped bass, etc. feed on. EBS effectively doubles the Spinner’s fish-attracting range. The lure is an innovative combination of sound and attraction!

$9.99

TOURNAMENT SERIES
Available sounds: 1
Available colors: 11

EXCLUSIVE COLORS

- Chartreuse Black #6274
- Hot Orange Black #6275
- Hot Pink #6276
- Black Gold Capsule #6277
- White Black #6278
- Hot Orange Chartreuse #6279
- Fire Tiger #6280
- Copper Red #6281
- Chrome Black #6282
- Copper Black #6283
- Hot Pink Black #6284

**Lure Specs:**
- **Type:** In Line Spinners
- **Depth:** Spinner
- **Action:** Spinning
- **Weight:** .5 oz
- **Length:** 5.12”
- **Features:** EBS Smart Chip
- **Hooks:** 2X Strong, VMC BZ #1
This lure offers the perfect combination of fish-catching tradition and revolutionary technology. The EBS SPINNER 100 advances the time-tested abilities of the classic inline spinner – one of the most widely used fishing lures in history. Traditional flashing blades are enhanced by a capsule/body featuring EBS Technology™, which emits the actual biological sounds of baitfish (shad and perch) that predator species like muskie, walleye, pike, striped bass, etc. feed on heavily. EBS effectively doubles a Spinner’s fish-attracting range. Plus, the tail on the 100 features a fluttering flash of color. The EBS Spinner 100 is a “Fish Catching Machine” that provides anglers with a combination of sound and visual attraction unlike anything they’ve ever fished before!

$9.99
TOURNAMENT SERIES
Available sounds: 1
Available colors: 11

**EXCLUSIVE COLORS**

- Chartreuse Black #6374
- Hot Orange Black #6375
- Hot Pink #6376
- Black Gold Capsule #6377
- White Black #6378
- Hot Orange Chartreuse #6379
- Fire Tiger #6380
- Copper Red #6381
- Chrome Black #6382
- Copper Black #6383
- Hot Pink Black #6384

**Lure Specs:**
- **Type:** In Line Spinners
- **Depth:** Spinner
- **Action:** Spinning
- **Weight:** 1 oz
- **Length:** 7.2”
- **Features:** EBS Smart Chip
- **Hooks:** 2X Strong VMC BZ, 1/0
6400 EBS Spinner 158

This lure offers the perfect combination of fish-catching tradition and revolutionary technology. The EBS SPINNER 158 advances the time-tested abilities of the classic inline spinner – one of the most widely used fishing lures in history. Traditional flashing blades are enhanced by a capsule/body featuring EBS Technology™, which emits the actual biological sounds of baitfish (shad and perch) that predator species like muskie, walleye, pike, striped bass, etc. feed on heavily. EBS effectively doubles the Spinner’s fish-attracting range. Plus, the 158 is dressed in marabou for optimal strike enticement. The Spinner 158 is a “Fish Catching Machine” that provides anglers with a combination of sound and visual attraction unlike anything they’ve ever fished before!

$9.99
TOURNEAMENTS SERIES
Available sounds: 1
Available colors: 11

**EXCLUSIVE COLORS**

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<td>Hot Pink Black</td>
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**Lure Specs:**
- **Type:** In Line Spinners
- **Depth:** Spinner
- **Action:** Spinning
- **Weight:** 1.62 oz
- **Length:** 7.9”
- **Features:** EBS Smart Chip
- **Hooks:** 2X Strong VMC BZ, 2/0
Livingston Lures saltwater series of lures includes a wide variety from inshore to offshore, shallow to deep divers. Assisted by the experience of Captain Wild Bill Wichrowski and a crew of saltwater pro staff anglers, Livingston has designed great actions and combined them with baitfish sounds of mullet, croaker, shrimp, bunker and many more to attract fish like no other lure can!

“I’ve seen the acoustic sounds attract crab in the Bering Sea, and have seen the sound attract fish inshore & offshore!”

-Captain Wild Bill
8700 School Master

The SCHOOL MASTER was designed to catch schooling fish. Throw this darting bait in the middle of a school, and engage your reel to let the falling/fluttering action and EBS attraction draw the school to you. The School Master can be fished like a jerkbait at any depth in the water column, but its true power lies in EBS Technology™, which calls out to schooling fish, drawing them from double the distance of traditional lures.

$L9.99

SALT SERIES
Available Sounds: 3
Available Colors: 7

- Pinfish #58709
- Baby Trout #58717
- Skip Jack #58718

- Blue Back Chrome Shad #58707
- Mullet #58712

- Natural Croaker #58708
- Redfish #58713

8300 EBS Mullet

Made specifically for inshore redfish and trout anglers who want an extra advantage, the EBS MULLET features a combination of action and sound that has never been seen before. Starting with an irresistible darting action and side-to-side flashing wobble as it falls, the Mullet is even more effective with its technology, which emits the actual biological sounds of forage (mullet, shad, croaker, and more) to draw redfish and trout from twice the distance as traditional lures. This EBS-powered “Fish Catching Machine” is the first inshore lure with both the natural sound and swim action of the forage that redfish, trout and other inshore species feed on!

$9.99
SALT SERIES
Available Sounds: 3
Available Colors: 10

Lure Specs:
Type: Lipless Crank, Depth: Sinker/Twitch, Action: Sinking, Weight: .53 oz, Length: 3.5”, Features: EBS Smart Chip Hooks: 2X Strong, VMC PS #4 X2
2000 Pro Ripper

The PRO RIPPER is a lipless crankbait that has evolved from the unnatural beads and rattles of the old days, and instead utilizes EBS Technology, which emits the actual biological sounds of baitfish. The Pro Ripper’s proven lipless action and EBS enhancement effectively draw fish from double the distance of traditional lures.

$L7.99$

SALT SERIES
Available sounds: 1
Available colors: 12

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<td>Red White &amp; True</td>
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<td>Chicken Zombie</td>
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**Lure Specs:**
- **Type:** Lipless Crankbait
- **Depth:** Sinker
- **Action:** Sinker
- **Weight:** .5 oz
- **Length:** 2.68”
- **Features:** EBS Smart Chip, Rattles
- **Hooks:** 2X Strong VMC PS, #4 X2
2200 Pro Wake

With a wide body and shallow-diving bill set at a 90-degree angle, the PRO WAKE SALTWATER is designed to mimic baitfish (mullet, herring, etc.) swimming near the surface – a telltale sign of potential food for nearby predatory saltwater fish! The Pro Wake’s dramatically sloped bill and body design create an unmistakable displacement of water just below the surface – a well-known trigger for feeding predators. This trigger is made four times more powerful by the addition of EBS Technology which emits the actual biological sounds of surface-swimming forage fish that dorado, wahoo, trout, redfish, etc. are naturally programmed to feed on. Sub-surface action, proven colors and EBS make the Pro Wake a must-have for all saltwater fishermen!

$7.99
SALT SERIES
Available sounds: 1
Available colors: 12

Lure Specs:
Type: Crankbait Wake, Depth: 0-1’, Action: Subsurface,
Weight: .97 oz, Length: 3”, Features: EBS Smart Chip, Rattles, Illumination
Hooks: Mustad X2 #2
# 7900 Bulldozer

The BULLDOZER gets its name from a unique lip design and action, which combines with its 5 3/4-inch baitfish profile to create one of the most effective shallow divers (4 to 6 feet) ever produced for trolling or casting. This lure’s tight wobble and kick-out/darting action are made even more effective with the addition of EBS Technology. When the Bulldozer hits the water, EBS becomes active, emitting the sound of an actual baitfish. This “Fish Catching Machine” not only looks and swims like baitfish, but sounds like it too, as fish are drawn from double the distance in comparison to traditional lures. The Bulldozer is built with 2mm wire-through construction.

## Lure Specs:
- **Type:** Crankbait, **Depth:** Shallow Diver, **Trolling:** 2.5 mph up to 4.5 mph,
- **Action:** Shallow Diver, **Weight:** 2.31 oz, **Length:** 5.7”
- **Features:** EBS Smart Chip, **Hooks:** 3X Strong, VMC PS 3/0 X2

## Features:
- **EBS Smart Chip**
- **Hooks:** 3X Strong, VMC PS 3/0 X2

## Available Sounds:
- **EBS MULLET SOUND** INSIDE
- **EBS CROAKER SOUND** INSIDE
- **EBS MACKEREL SOUND** INSIDE
- **EBS PINFISH SOUND** INSIDE
- **EBS BALLYHOO SOUND** INSIDE
- **EBS BUNKER SOUND** INSIDE

## Available Colors:
- **Black Back Chrome Shad** #S7905
- **Blue Back Chrome Shad** #S7907
- **Yellow Fin Tuna** #S7923
- **Wahoo** #S7929
- **Natural Croaker** #S7908
- **Red White & True** #S7997
- **Green Mackerel** #S7910
- **Blue Mackerel** #S7911
- **Dorado** #S7926
- **Blue Sardine** #S7919
- **Ballyhoo** #S7930
- **Skip Jack** #S7918

## Pricing:
- **$14.99**

**SALT SERIES**
- Available Sounds: 6
- Available Colors: 12

## Images:
- Images of the Bulldozer in various colors and styles.
8000 Bull Nose

The shallow-running action of the BULL NOSE is deadly for kingfish, tarpon, bluefish, snook, redfish, trout, dorado, and more – whether it’s cast and retrieved or trolled just sub-surface (1 to 2 feet). The lifelike baitfish profile and erratic action of the Bull Nose combine with EBS Technology to emit the actual biological sounds of croaker, mullet, and pinfish. Fish are drawn from double the distance of traditional lures. This EBS-powered “Fish Catching Machine” is the first sub-surface saltwater lure that perfectly mimics both the natural sound and erratic swim action of the forage that saltwater predators feed on. Built with 2mm wire-through construction.

$10.99
SALT SERIES
Available Sounds: 6
Available Colors: 12

Lure Specs:  
**Type:** Crankbait,  
**Depth:** 0-6”,  
**Action:** Subsurface,  
**Weight:** .57 oz,  
**Length:** 2.76”,  
**Features:** EBS Smart Chip  
**Hooks:** 2X Strong, VMC PS #4 X2
8600 PoBoy 90

When it comes to perfectly imitating saltwater shrimp, the slow-sinking POBOY 90 is the real deal. Designed to be jerked and twitched, with a realistic slow-sink, the PoBoy 90 takes the concept of a shrimp imitation one step further. It features EBS Shrimp – the actual biological sounds of shrimp that ALL saltwater fish are programmed to respond to naturally! EBS draws fish from double the distance of traditional lures. This ultra-realistic EBS-powered “Fish Catching Machine” provides the most deadly combination of far-reaching natural shrimp sound and swimming action that no redfish, cobia, snook, snapper, striped bass, etc. can resist. Built with 2mm wire-through construction.

9600 PoBoy 90 S

The suspending version of the POBOY 90 produces the same irresistible twitching/darting action as the slow-sinking PoBoy 90, but it allows the power of EBS Shrimp to reach out even farther as it hovers in the water. The result is a shrimp imitation that looks like a shrimp and also produces the actual biological sounds of shrimp that ALL saltwater fish respond to naturally. That’s a combination that no redfish, cobia, snook, snapper, striped bass, etc. can resist. Built with 2mm wire-through construction.

Lure Specs: Type: Shrimp, Depth: 0-2’, Action: Shallow Diver / Suspending, Weight: .5 oz, Length: 3.7”, Features: EBS Smart Chip Hooks: 2X Strong, VMC PS #4 X2 F

$9.99

SALT SERIES
Available Sounds: 1
Available Colors: 5

Coastal Blue Shrimp #S8601 / #S9601
Coastal Brown Shrimp #S8602 / #S9602
Juvenile Shrimp #S8603 / #S9603
Gold Shrimp #S8606 / #S9606
New Penny #S8628 / #S9628
8200 Voyager 30

The deep-diving action of the VOYAGER 30 was engineered to get down to the 30-foot depth range where tuna, redfish, kingfish, striped bass, drum, and your choice of catch often reside. And once it’s down there, the Voyager 30 goes to work, with an irresistible, baitfish-imitating swim action that holds up to both high- and low-speed trolling. It delivers the undeniable attraction of EBS Technology that emits the actual biological sounds of baitfish, such as ballyhoo, croaker, and mullet, to draw fish from double the distance of traditional lures. This “Fish Catching Machine” is the first deep-trolling lure that perfectly mimics both the natural sound and swim action of the forage that saltwater predators feed on! The Voyager 30 is built with 2mm wire-through construction to withstand challenging strikes.

$19.99

SALT SERIES
Available Sounds: 6
Available Colors: 12

Lure Specs: Type: Crankbait, Depth: Up to 30', Action: Deep Diver, Trolling: 8 mph up to 11.5 mph, Weight: 2.8 oz, Length: 6.3", Features: EBS Smart Chip, Hooks: 3X Strong VMC PS, 4/O X2
8100 Voyager 15

The VOYAGER 15’s strong wobble, elongated minnow-style body and quick-diving lip were created with mid-depth, high-speed trolling for tuna, kingfish, redfish, drum, snook, and more in mind. Built to reach depths up to 15 feet with a natural swim action that perfectly imitates baitfish, the Voyager 15’s attraction radius in the mid-water column is enhanced with EBS Technology, which emits the actual biological sounds of baitfish, like croaker, mullet, mackerel, and bunker. The Voyager 15 is also great for casting and retrieving when depth control to the 10- to 15-foot zone is critical. This “Fish Catching Machine,” attracts fish from double the distance of traditional lures, making it a must-have in your saltwater arsenal. The Voyager 15 features 2mm wire-through construction and premium hooks.

Lure Specs:
- **Type:** Crankbait
- **Depth:** Up to 15’
- **Action:** Medium
- **Trolling:** 6 mph up to 8 mph
- **Weight:** 1.09 oz
- **Length:** 4.7”
- **Features:** EBS Smart Chip
- **Hooks:** 3X Strong VMC PS, 1/0 X2

Available Sounds: 5
- EBS Mullet Sound
- EBS Croaker Sound
- EBS Mackerel Sound
- EBS Ballyhoo Sound
- EBS Bunker Sound

Available Colors: 12
- Black Back Chrome Shad
- Blue Back Chrome Shad
- Mullet
- Red Black
- Hot Head
- Bunker
- Dorado
- Green Mackerel
- Blue Mackerel
- Blue Sardine
- Ballyhoo
- Skip Jack

$14.99
SALT SERIES
Available Sounds: 5
Available Colors: 12
SALT SERIES
TOPWATER AND TROLLING

One of the most effective and fun lures to use are topwater lures and Livingston Lures adds an entirely new dimension to these lures by emitting the real sounds of top choice baitfish. A mullet bait that sounds like a mullet, a popping lure that emits the sound of a croaker, a popper that sounds like a mackerel.
5500 Big Poppa 6

There’s nothing subtle about the topwater assault of a dorado, wahoo, tarpon, redfish or striped bass, and the BIG POPPA 6 plays right along. This popper was designed for B-I-G popping action and maximum surface attraction for the most aggressive of saltwater predators. The Big Poppa’s fish-attracting power starts with the exaggerated, deeply scooped face, which creates a violent surface concussion (pop) that imitates an injured baitfish and catches the attention of nearby predators. Add to that the undeniable boost of EBS Technology™, which emits the actual biological sounds of the baitfish (pinfish, mullet, sardine, etc.) that predatory fish are programmed to feed on, and you’ll have a popper that draws inshore species from quadruple the distance of a traditional popper! Built with heavy-duty components and wire-through construction, the Big Poppa 6 will stand up to any abuse these predators dish out.

$17.99
SALT SERIES
Available Sounds: 6
Available Colors: 8

Hooks: 3X Strong, VMC PS 2/0 X2
5700 Big Poppa 8

There's nothing subtle about the topwater assault of a dorado, wahoo, tarpon, redfish or striped bass, and the BIG POPPA 8 plays right along. This popper was designed for B-I-G popping action and maximum surface attraction for the most aggressive of saltwater predators. The Big Poppa’s fish-attracting power starts with the exaggerated, deeply scooped face, which creates a violent surface concussion (pop) that imitates an injured baitfish and catches the attention of nearby predators. Add to that the undeniable boost of EBS Technology™, which emits the actual biological sounds of the baitfish (pinfish, mullet, sardine, etc.) that predatory fish are programmed to feed on, and you’ll have a popper that draws inshore species from quadruple the distance of a traditional popper! Built with heavy-duty components and wire-through construction, the Big Poppa 8 will stand up to any abuse these predators dish out.

$24.99

SALT SERIES
Available Sounds: 6
Available Colors: 8

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Lure Specs:  
Type: Topwater,  
Depth: Topwater,  
Action: Popping,  
Weight: 4.2 oz,  
Length: 8”,  
Features: EBS Smart Chip  
Hooks: 3X Strong, VMC PS 4/0 X2
9100 Walking Boss Inshore

The WALKING BOSS inshore model sports the same time-tested, side-to-side topwater sashay of its freshwater cousin – but with components and Electronic Baitfish Sounds that are science-tailored specifically for inshore species, such as redfish, trout and snook. The Walking Boss’s walk-the-dog action is a proven fish attractor, and this attraction is boosted by the power of EBS Technology! You’ll be able to draw inshore fish from double the distance of traditional topwater baits.

$L9.99$
SALT SERIES
Available Sounds: 3
Available Colors: 6

Lure Specs:
Type: Topwater, Depth: Topwater, Action: Walking,
Weight: .75 oz, Length: 4.7”, Features: EBS Smart Chip
Hooks: 2X Strong, VMC PS #4 X3 F
9200 Walking Boss II Inshore

The WALKING BOSS II is a revolutionary inshore topwater lure that features an oversized, cupped lip, which creates a uniquely powerful surface disturbance when it’s retrieved. And it’s simple for even the most inexperienced angler to fish. Simply cast and retrieve – either slow or fast – and the unique design of the lip and jointed body create a topwater commotion that drives dorado, redfish, roosterfish and crevalle wild. The Walking Boss II’s action combines with the attraction of EBS Technology to draw fish from double the distance of traditional topwater lures!

Lure Specs:
Type: Topwater, Depth: Topwater, Action: Walking,
Weight: .85 oz, Length: 4.7”, Features: EBS Smart Chip
Hooks: 2X Strong, VMC PS #4 X3 F

$10.99
SALT SERIES
Available Sounds: 3
Available Colors: 6

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9700 Walking Boss Magnum

The 8-inch WALKING BOSS MAGNUM is the new pinnacle for saltwater walking baits. Enhanced with the power of EBS Technology and designed to produce an irresistible side-to-side topwater commotion, the Walking Boss Magnum is a can’t-miss for dorado, cubera, wahoo and tuna, to name a few. The bait’s elongated body produces a flash “walk the dog” action, while EBS reaches out to saltwater predators at double the distance of traditional lures! Add sturdy 2mm wire-through construction and premium hooks, and you have a topwater lure that’s built to withstand the abuse of the multiple fish it attracts.

$19.99
SALT SERIES
Available Sounds: 5
Available Colors: 8

Lure Specs:
Type: Topwater, Depth: Topwater, Action: Walking,
Weight: 4.2 oz, Length: 7.99”, Features: EBS Smart Chip,
Hooks: 3X Strong, VMC PS 2/O X3 F
9500 Walking Boss II Magnum

The 8-inch WALKING BOSS II MAGNUM is a revolutionary topwater lure that features an exaggerated, oversized, and cupped lip, which creates a uniquely powerful surface disturbance when it's retrieved. And it is simple for even the most inexperienced angler to fish: cast and retrieve – either slow or fast – and the unique design of the lip and body creates a topwater commotion that drives dorado, wahoo, snook, redfish and tuna wild. Combine the Walking Boss II Magnum's action with the attraction of EBS Technology to draw saltwater predators from double the distance of traditional topwater lures. The Walking Boss II Magnum is built with 2mm wire-through construction and comes equipped for big fish.

$20.99
SALT SERIES
Available Sounds: 5
Available Colors: 8

Lure Specs: Type: Topwater, Depth: Topwater, Action: Walking,
Weight: 4.42 oz, Length: 8.15”, Features: EBS Smart Chip,
Hooks: 3X Strong, VMC PS 2/O X3 F
2300 Pro Sizzle

The PRO SIZZLE is a walking-style topwater bait that produces explosive surface blow-ups like no other topwater. The Pro Sizzle features EBS Technology with illumination in the tail section, key components to attracting more fish. The illumination fades in and out on the retrieve, and when combined with the power of EBS, makes the Sizzle irresistible to fish foraging on the surface. A twitch of the rod allows any angler to “walk the dog” like a pro, and draw fish from double the distance of traditional lures.

$7.99
SALT SERIES
Available sounds: 1
Available colors: 12

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Lure Specs:  
Type: Topwater, Depth: Floating, Action: Walking, Weight: .9 oz  
Length: 4.17”, Features: EBS Smart Chip, Rattles, Illumination  
Hooks: 2X Strong VMC PS, #2 X2
8400 Grand Slam Popper 3”

We’ve taken the centuries-old, fish-catching abilities of the popping cork to a whole new level with the GRAND SLAM POPPER 3. We revolutionized the time-tested, basic popping cork with EBS Technology™, which emits the biological sounds of baitfish. No redfish, trout, red drum, cobia, tarpon, flounder, etc. can resist the call of the Grand Slam Popper 3 as it’s fished above your live, cut or artificial bait.

$7.99
SALT SERIES
Available Sounds: 3
Available Colors: 6

EXCLUSIVE COLORS

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Lure Specs:
Type: Topwater, Depth: Topwater, Action: Floating, Weight: 1.08 oz, Length: 3”, Features: EBS Smart Chip
Hooks: N/A
8500 Grand Slam Popper 4”

We’ve taken the centuries-old, fish-catching abilities of the popping cork to a whole new level with the GRAND SLAM POPPER 4. We revolutionized the time-tested, basic popping cork with EBS Technology™, which emits the biological sounds of baitfish. No redfish, trout, red drum, cobia, tarpon, flounder, etc. can resist the call of the Grand Slam Popper 4 as it’s fished above your live, cut or artificial bait.

$7.99

SALT SERIES
Available Sounds: 3
Available Colors: 6

EXCLUSIVE COLORS

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Lure Specs:
Type: Topwater, Depth: Topwater, Action: Floating,
Weight: 1.2 oz, Length: 4”, Features: EBS Smart Chip
Hooks: N/A
9800 Big Shot

Designed to attract the biggest fish that swim in the biggest offshore waters in the world, the BIG SHOT was engineered to excel at high trolling speeds for wahoo and tuna (but it’ll attract everything from dorado to yellowtail!). It starts with the Big Shot’s ultra-tight action, which holds true whether you’re trolling it in the prop wash or off a downrigger. This action is catapulted to the next level with Electronic Baitfish Sounds, which broadcasts the sounds of baitfish (bonita, etc.) and boosts the Big Shot’s attraction radius by up to four times that of traditional trolling lures. The Big Shot is constructed to hold up to big-water abuse, with wire-through construction and heavy-duty components.

$24.99
SALT SERIES
Available Sounds: 4
Available Colors: 7

Lure Specs: Type: Lipless Crankbait, Depth: 20’-25’, Trolling: 8 mph up to 16 mph,
Action: Sinker, Weight: 10.35 oz, Length: 8.27”,
Features: EBS Smart Chip, Hooks: 4X Strong, MUSTAD 9/O X2
9000 Viper 6 SW

Designed in tandem with well-known saltwater veteran Capt. “Wild” Bill Wichrowski, the Viper 6 reproduces the ultra-realistic, natural swimming action of baitfish, as well as the power of EBS Technology. It emits the actual sounds of baitfish, providing you with the most realistic lure ever created for saltwater predators. The Viper 6 also incorporates Livingston’s Variable Weight System, which allows you to change the weight of the lure and fish it at different depths: topwater, sub-surface, suspending, or with a slow sink. The Viper 6 is the perfect saltwater “Fish Catching Machine” for everything from stripers to redfish to trout. The Viper’s EBS draws fish from double the distance of traditional lures. Its premium hooks and 2mm wire-through construction make sure those big fish stay hooked.

Lure Specs:
- Type: Swimbait
- Depth: Adjustable
- Action: Adjustable
- Weight: 2.65 oz
- Length: 5.87"
- Features: EBS Smart Chip
- Hooks: 2X Strong, VMC PS #1F X2

$24.99

SALT SERIES
Available Sounds: 4
Available Colors: 7

- Mullet #S9012
- Wahoo #S9029
- Pinfish #S9009
- Baby Trout #S9017
- Ballyhoo #S9030
- Natural Croaker #S9008
- Redfish #S9013
The VENOM 6 is an inspired Team Livingston design created in collaboration with saltwater veteran Capt. “Wild” Bill Wichrowski. This 6-inch swimbait combines an undeniably natural swimming motion with the power of EBS Technology, which doubles the attraction distance of traditional lures by emitting the actual biological sounds of everything from herring to sculpin. The Venom 6 also features Livingston’s exclusive Variable Weight System, which allows you to add or remove weights and change the depth you want to fish: topwater, sub-surface, suspending, or with a slow sink. This turns the Venom 6 into several baits in one and makes it a can’t-miss with everything from redfish to speckled trout. Built with 2mm wire-through construction.

8900 Venom 6 SW


$24.99

SALT SERIES
Available Sounds: 4
Available Colors: 6

Black Back Chrome Shad #S8907
Mullet #S8912
Baby Trout #S8917
Skip Jack #S8918
Blue Sardine #S8919
Redfish #S8913
Freshwater Colors

66 Ghost Green Craw  67 Sexy Melon  68 Tiger Spots  69 Matte Tiger  70 Blue Back Herring

71 Orange Tiger  72 Cisco  73 Gold Digger  74 Red Rum  86 Natural Perch

87 Orange Black  88 Juvenile Pike  89 Holographic Silver Shiner  90 Gold Metallic Scale Black  91 Ghost Brown Craw

92 Midnight  93 Black Zombie  94 Bone Croaker  95 Black Perch  96 Red Ear Sunfish

97 Shimmering Shad  98 Goby  99 Yellow Perch
Predator Colors

P01 Limelight  P02 Purple Phantom  P03 Sherbert  P04 Kiwi  P05 Cotton Candy
P06 Purple Rain  P07 Purple Tiger  P08 Tequila Sunrise  P09 Mardi Gras  P11 Flamingo
P12 Fire Tiger  P13 Wonder Bread  P17 Blue Pearl  P23 Threadfin Shad  P31 Chrome XXX Shad
P52 Walleye  P53 Whitefish  P54 Citrus Sparkle  P56 Bluegill  P58 Hot Mustard
P63 Canadian Crush  P65 Pink Lemonade  P69 Matte Tiger  P70 Blue Back Herring  P71 Orange Tiger
P72 Cisco  P73 Gold Digger  P86 Natural Perch  P87 Black & Orange  P88 Juvenile Pike
P89 Holographic Silver Shiner  P90 Gold Metallic Scale Black  P92 Midnight  P94 Bone Croaker  P95 Black Perch
P97 Shimmering Shad  P99 Yellow Perch
Randy Howell
Favorite Livingston Lure: Howeller DMC
Color: Guntersville Craw

Hank Cherry
Favorite Livingston Lure: Jerkmaster 121 (Cherry Picker)
Color: Ayu

Jacob Powroznik
Favorite Livingston Lure: Walk N Pop 77
Color: Black Pearl Shiner
Pete Maina
Favorite Livingston Lure: Head Hunter
Color: Natural Perch

“Wild” Bill
Favorite Livingston Lure: PoBoy 90
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The SAMI mobile app is a one-stop-shop for conditions and catch data, new lures, and new sounds! Among its many features, anglers can:

- See fishing condition ratings
- Track last lure fished
- Sync Livingston baits to record catches
- Record a catch, and log location, time, and bait data
- Take a photo for the catch log
- Log rod, reel, line, and other equipment in the Catch Log
- Calculate total weight for catches
- See total fish caught, most successful lure, and other averages via the Catch Log
- Browse synced lures in the Tackle Box to select new bait
- See active synced lures and add new ones using the Tackle Box

With the SAMI mobile app, an angler can retrieve and log unique data about each fishing experience automatically. Examples of available data include:

- The number of fish caught on a specific lure
- Location and time for each catch
- Lure type and lure color
- Temperature and other climate information contributing to a successful day on the water

The SAMI mobile app uses data collected from the “Add a Catch” button and external sources that gather information to keep a constantly updated catch log and conditions rating.

The Livingston Lures mobile app is available and **FREE** for download on the iOS App Store and Google Play.