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FOR IMMEDIATE RELEASE

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INTERNATIONAL DISTRIBUTOR, YO-ZURI AMERICA EXPANDS IN PORT ST. LUCIE

St. Lucie County, FL – Yo-Zuri America, Inc. manufacturer of lures, fishing lines and leaders expands to a 16,200 square foot distribution facility in Port St. Lucie adding a small retail outlet for local anglers and tourists.

The Economic Development Council of St. Lucie County, Inc. (EDC) and city officials are pleased to have played a role in assisting with Yo-Zuri's expansion. "Yo-Zuri has shown its commitment to staying in the City by signing a 5-year lease." said Dave Skiles, EDC chair.

Yo-Zuri General Manager George Large said, "The EDC and the City of Port St. Lucie provided important and timely assistance with the permitting process. Real estate broker Jeff Chamberlin, president of SLC Commercial handled the transaction and put in a tremendous amount of time and effort on our behalf."

"Our outlet store will allow us to continue numerous community outreach activities that we have offered throughout our affiliation with the City of Port St. Lucie. We have long supported organizations for children that educate the benefits of fishing, conservation, and family-time spent together in an American tradition," said Mr. Large.

Yo-Zuri's quality lures, fishing lines, and leaders have been produced for over 50 years and are crafted to be the most realistic looking, have the best actions, and designed to help each angler succeed in having some of their best fishing days. Yo-Zuri services all of the USA, Canada, Central America and South America from its headquarters in Port St Lucie, FL.

For more information about Yo-Zuri products call (772) 336-2280 or visit their new retail outlet located in Tuckpoint Business Park at 668 NW Enterprise Drive, Port St. Lucie, FL 34986. Hours of operation are Wednesday through Friday, 12:00-5:00 p.m. The public is invited to attend Yo-Zuri's grand opening at 11:00 am on January 12, 2010.

The mission of the EDC is to encourage a competitive environment that nurtures clusters of industries employing state of the art technologies, a skilled workforce, and that stimulates economic growth through expansion of the private sector. For more information about the Economic Development Council of St. Lucie County, visit www.YourEDC.com or call (772) 879-4144.

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