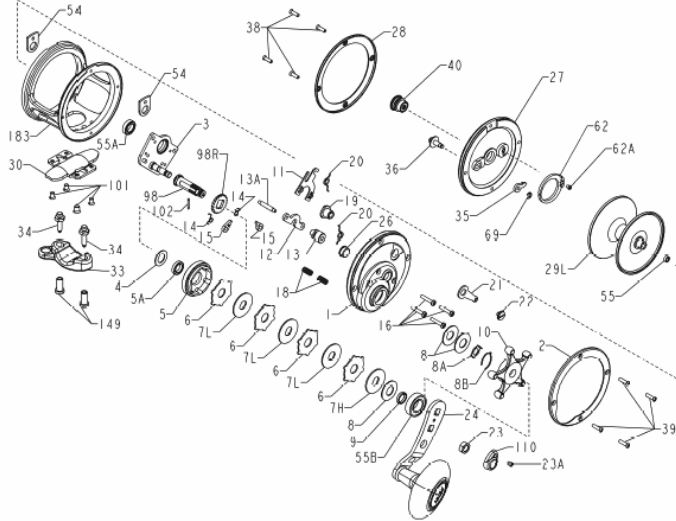


Penn Baja Special® Update March 17, 2005

In efforts to continually advance the performance and quality of both new and existing products, Penn is excited to announce an in-line change to the already popular Penn Baja Special. Internal testing has provided an opportunity for improvement to the gear stud, by incorporating an additional Grade-1, shielded stainless steel ball-bearing onto the gear stud, thereby improving the rigidity and stability of the main gear under extreme loads. This product enhancement will improve gear engagement between the main and pinion gear, allowing for increased gear load; an important feature when targeting truly monster-sized big-game fish.

Please note this is an in-line change to an existing product. It is NOT a warranty situation; reels submitted to Penn will be charged accordingly for the time and components necessary for the upgrade. Reels without the upgrade will still perform and function without fail. Even though this in-line change is an improvement on the existing reel, the suggested retail pricing remains unaffected, and shipments of Baja Specials from Penn Fishing Tackle as of the date of this announcement have already incorporated the sixth ball-bearing. Parts affected by this change include the side plate (Part No. 001 113HN), Spacing Sleeve (009 113HN), plus the new, additional stainless steel ball bearing (55 012H).

Key No.	Part Description	Part No.
1	Right Side Plate	001 113HN
9	Spacing Sleeve	009 113HN
55B	Bearing	055 012H



Additional information can be found on Penn's website, as well as the parts schematic list for the Baja Special. For quick reference to the Baja Special, please type the following address into your web browser.

http://www.pennreels.com/01_products/reels/conventional/04_senator/specialsenator/113hn.htm

With this recent inline modification, the Baja Special will now feature six (6) stainless steel shielded bearings. Drag capabilities and free spooling remain just as incredible, while the gearing remains the toughest on the market.

As for the analytically inspected gears on the Penn Baja Special, they are an aircraft-quality, fine-pitched gear with a 15° High-Helix cut for smoothness and performance. The main gear is machined from tempered 17/4 Marine-Grade Preheat-Treated Stainless Steel (36 R.C. Hardness), while the pinion is machined from 17/4 Marine-Grade Heat-Treated Stainless Steel (45 R.C. Hardness). The Baja Special's high-helix cut and hardened materials translates into a fishing reel with significant and impressive cranking power.