

# HUNTER'S EDGE

Outwit The Game You Hunt

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FOR IMMEDIATE RELEASE



**PEAK ESTROUS LURE**  
Limited Supply Available **PURCHASE TODAY!**

During the 24-hour period just before a doe stands to be breed, she releases her most enticing estrous scent as a signal to all bucks that she is ready for the breeding cycle. At this time, mature bucks are seen with their heads low to the ground neck outstretched and in **Full Rut**. This is the period when we collect **BUCK TROT Peak Estrous Lure**.

**BUCK TROT**  
PEAK ESTROUS LURE  
100%  
Estrous  
Lure  
Collected 24-Hours  
During the Peak  
Breeding Cycle  
2 FL. OZ. (59.2ML)

## **BUCK TROT is RUT HOT!**

**Bainbridge, Georgia – January 3, 2008** – BUCKTROT, a 100% Peak Estrous Lure, was introduced at the SHOT SHOW (Shooting Hunting Outdoor Trade Show) event in Las Vegas, Nevada on February 2, 2008. "Whitetail hunters now can purchase the most powerful Peak Estrous Lure available to date," Hunter's Edge President, Jamie Bulger stated.

"BUCK TROT 100% Estrous Lure, is collected during the 24-hour period just before a doe stands to be breed," Bulger explained. "This is the time when a mature doe releases her most enticing estrous scent as a signal to all bucks that she is ready for the breeding cycle. Hunters refer to this time as the chasing period. That's when mature bucks are seen with their heads low to the ground neck outstretched and in Full RUT," Bulger stated.

"The BUCK TROT package comes complete with a finger tip sprayer, which allows hunters the opportunity to mist the lure into the air from their stand location," Bulger explained. "Misting of the scent allows the estrous scent molecules to travel farther distances via air currents. However, traditional methods using scent drags are highly effective when walking to stand locations, along with the placement of scent dispensers above active scrapes," Bulger added.

BUCK TROT 100% Peak Estrous Lure is collected in a state-of-the-art facility, and is available in a limited quantity. BUCK TROT is a "must have" for every serious whitetail hunter looking to bag that trophy of a lifetime.