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(Columbia, MO) July 17, 2025 – BUBBA®, a leading fishing brand known for its exceptional quality and innovation, today announced that its BUBBA Smart Fish Scale (SFS) Lite has won “Best Cutlery, Hand Pliers or Tools” at ICAST® 2025.

The SFS Lite is the newest addition to the BUBBA lineup of smart fish scales, which includes the BUBBA Pro Series SFS – the official scale of Major League Fishing. Made with the same uncompromising reliability the pros have come to trust with the Pro Series SFS, the SFS Lite and accompanying app provides anglers with a compact, highly affordable option that delivers many of the same features and app upgrades that make its Pro Series counterpart so popular. BUBBA and Major League Fishing® (MLF) also announced that they have partnered to bring seamless tournament hosting capability and the thrill of live scoring to anglers, organizers and fans everywhere by integrating MLF SCORETRACKER® technology into the BUBBA app to create SCORETRACKER LIVE, beginning Spring 2026. The BUBBA SFS Lite is compatible with the SCORETRACKER LIVE platform.

BUBBA SFS Lite – MSRP $69.99

- Best-in-class accuracy of +/- 0.3%
- Iconic BUBBA non-slip grip
- Backlit full-color LCD screen easily seen in bright sunlight
- 60lb max weight scale
- IPX4 Water Resistance
- Dual-Fuel Power: 3 AAA batteries or a rechargeable Li-Ion battery
- Premium lip clip system included
- Accompanying app logs catches and trips
- Unlock the full feature set with a Pro BUBBA App subscription for $4.99/month or $49.99/year
    - Instantly stores weights, locations, and conditions
    - Unlocks 3 versatile fishing modes
    - Allows competition with anglers across the globe



BUBBA Smart Fish Scale Lite won “Best Cutlery, Hand Pliers and Tools” at ICAST® 2025

“The ‘Best of Category’ Awards are chosen each year at ICAST by credentialed buyers and media professionals who select products that best enhance on-the-water and recreational fishing experiences,” said Trent Rodgers, Marketing Manager for BUBBA®. “Our teams use that same criteria as we develop any new BUBBA product. We pride ourselves on continuous innovation and our ability to design products that evolve the fishing market. The BUBBA® SFS Lite, with the accompanying BUBBA app, allows everyday anglers to log catches and trips, creating a rich database to provide backup for their next big fish story. We’re honored to win this award, which represents the fifth time in seven years that BUBBA has been chosen for the Best of Category Awards at ICAST.”

About BUBBA®

BUBBA® is a leading lifestyle brand specializing in high-quality fishing tools and accessories. With a commitment to innovation and excellence, BUBBA® delivers premium products designed to enhance the angling experience. From fillet knives to fishing scales, BUBBA's tools are trusted by professional anglers and fishing enthusiasts worldwide. For more information, visit https://www.BUBBA.com

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