

PRESS RELEASE

Flymen Fishing Company Launches 2014 Product Portfolio

2013 International Fly Tackle Dealer (IFTD) show, Las Vegas NV, USA - July 10, 2013.

Flymen Fishing Company announced the expansion of the Fish-Skull® brands with the launch of several new, innovative fly tying materials and flies.

- **Fish-Skull® Fish-Mask**
- **Fish Skull® Chocklett's Articulated Big Game Shank**
- **Fish-Skull® Articulated Fish-Spine**

- **Fish-Skull® Skull Daddy Crayfish**
- **Fish-Skull® Masked Bugger**
- **Fish-Skull® Masked Minnow**
- **Fish-Skull® Foxy Shrimp**

These new Flymen Fishing Company products are now available for dealer pre-order and should generally be available in retail markets by September, 2013.

New Fly Tying Products:

Fish-Skull™ Fish Mask

The Fish-Mask™ is an ultra-lightweight Fish-Skull® designed for tying weightless streamers that suspend in the water column. It has a realistic baitfish head profile that includes recessed eye sockets that secure and protect the fish eyes. Molded from a crystal clear, fluro-epoxy polymer, the Fish-Mask™ takes on the colors of the body materials being used on the fly.

Key Features:

- A weightless version of the Fish-Skull®.
- Realistic, baitfish profile.
- Equivalent of a pre-molded epoxy head.
- Clear, transparent color.
- Recessed eye sockets.
- Eight head sizes that correspond to the range of Living Eyes™ (3mm-15mm).
- Front-fitting tying technique.
- Quick-and- easy to use.
- Perfect for suspending baitfish-patterns.
- Can be easily combined with the family of articulated shanks.
- Premium quality retail packaging with MSRP \$5.50

The Fish-Mask™ with its front fitting technique is quick-and-easy to tie with, and offers a simple, effective alternative to using 5-minute or light-hardening epoxies to create streamer heads.

Product information: <http://flymenfishingcompany.org/products/fish-skull-products/fish-skull-fish-mask/>

Fish-Skull® Chocklett's Articulated Big Game Shank™

Blane Chocklett, a well-known and innovative fly tier and guide (New Angle Fishing Company) from Virginia, has helped us develop a new version of the Fish-Skull Articulated Shank designed specifically for big flies that target predatory salt and freshwater species.

Key Features:

- Heavier gauge wire that can handle more materials and hold bigger fish.
- Extended length, with oversized front and back loops for bigger hooks.
- Offset front and back loops for interconnectivity.
- Three lengths: 28mm (1 1/8"), 40mm (1 5/8") and 80mm (3 1/8").
- Stainless steel for saltwater flies.
- Premium quality retail packaging with MSRP \$7.95

Based upon the original Articulated Shank created by Flymen Fishing Company in 2011, the Articulated Big Game Shank™ is optimized for both strength and fly length.

Product information: <http://flymenfishingcompany.org/products/fish-skull-products/chockletts-articulated-big-game-shank/>

Fish-Skull® Articulated Fish Spine™

The Fish-Skull® Articulated Fish-Spine™ is an innovative system of interconnected, articulated shanks that combine to form a multi-jointed, "fish spine" upon which incredibly animate and realistic baitfish patterns can be tied.

Key Features:

- Four specially designed articulated shanks of varying lengths.
- Tapered effect creates life-like action.
- Stainless steel for saltwater flies.
- Six Fish-Spines per pack (24 individual segments).
- Premium quality retail packaging with MSRP \$9.50

The Fish-Spine was co-developed with Blane Chocklett who is one of the fly fishing industry's most forward thinking and innovative fly tiers. By daisy-chaining a series of articulated shanks, Blane conceived of a way to impart incredibly realistic action into baitfish patterns that has until now been impossible to achieve. Multi-jointed "swim" flies with ultra-real action!

Product information: <http://flymenfishingcompany.org/products/fish-skull-products/fs-articulated-fish-spine/>

New Flies:

Fish-Skull® Skull Daddy Crayfish

Designed by Mike Smith, The Skull Daddy Crayfish™ is a simple, realistic pattern designed to be fished on the bottom where crayfish live. Its advanced design combines the Fish-Skull® CrawBody™ and Fish-Skull® Sculpin Helmet™ as key fly tying components.

Product information: <http://flymenfishingcompany.org/products/fish-skull-flies/skull-daddy/>

Fish-Skull® Masked Bugger

The Masked Bugger™ is a "Woolly Bugger" style pattern that incorporates the Fish-Skull® Fish-Mask to provide a realistic head and eyes, without adding significant weight to the fly. This fly gives weightless "bugger" fishing a great new look and feel.

Product information: <http://flymenfishingcompany.org/fs-masked-bugger/>

Fish-Skull® Masked Minnow

Designed by Martin Bawden, The Masked Minnow™ is a suspending baitfish pattern that is proving successful in both salt and freshwater environments. This flashy baitfish pattern utilizes the Fish-Skull® Fish-Mask to provide extended "hang time" to entice fish.

Product information: <http://flymenfishingcompany.org/fs-masked-minnow/>

Fish-Skull® Foxy Shrimp

Designed by Mike Smith, the Foxy Shrimp™ is an innovative flats fly tied using a Fish-Skull® Mini Sculpin Helmet™. It incorporates a stainless steel hook tied in an "up" position to be effectively fished in grass or sand flats for a variety of saltwater species.

Product information: <http://flymenfishingcompany.org/fs-foxy-shrimp/>

“We are really excited about our new line of products for 2014. The addition of the new un-weighted Fish-Mask™ to the Fish-Skull™ family of weighted baitfish heads provides fly tiers with a fully comprehensive range of front-fitting heads for virtually any size and type of streamers.

"The expansion of our Articulated Shank™ line-up was prompted by the rapid growth in musky fishing and the push for new predatory fly offerings. By launching the Big Game Shank™, Fish-Mask™ and Fish-Spine™ simultaneously, we are providing anglers with a “complete solution” for tying large streamers, as well as allowing them to create the most realistic baitfish patterns on the planet!

“The addition of the Skull Daddy™ to the Fish-Skull® family of flies builds upon the successful 2012 launch of the CrawBody™ by matching it with the Sculpin Helmet™ to finally create an authentic crayfish pattern,” said Martin Bawden, CEO of Flymen Fishing Company.

Fish-Skull® and Nymph-Head® brand products are available through authorized fly shops and outdoor retailers, as well as the Flymen Fishing Company website. The Fish-Skull® and Nymph-Head® fly range is produced, sold and distributed by American Fly Outfitters.

For more information:

Flymen Fishing Company www.flymenfishingcompany.org

Fish-Skull™ fly tying products www.flymenfishingcompany.org/products/fish-skull-products

Fish-Skull™ flies www.flymenfishingcompany.org/products/fish-skull-flies

Nymph-Head™ fly tying products www.flymenfishingcompany.org/products/nymph-head

Nymph-Head™ flies page www.flymenfishingcompany.org/products/flies

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