



PRESS RELEASE

Flymen Fishing Company expands the Fish-Skull™ brand

- **3 innovative new fly tying products added to the Fish-Skull™ lineup**
- **Fish-Skull™ range of flies launched**
- **2011 International Fly Tackle Dealer show**

2011 International Fly Tackle Dealer (IFTD) show, New Orleans, LA, USA – August 19, 2011 – Flymen Fishing Company today announced the expansion of the award-winning Fish-Skull brand with the launch of several new, innovative fly tying materials and flies. These products include:

Fish-Skull™ Sculpin Head

An exciting, new style of Fish-Skull™ with a realistic profile (flat and broad) designed to imitate many bottom-dwelling fish species such as sculpins, gobies and baby catfish. The Fish-Skull™ Sculpin Head is designed for use on both hook and tube flies allowing anglers to tie weighted streamers that imitate these popular food sources.

Fish-Skull™ Articulated Shank

An innovative, new fly tying material designed to simplify the tying of articulated streamer flies. For use as a key component in different styles of articulated flies including single-hook and two-hook articulated flies, as well as streamers that use a free-swinging stinger hook such as Intruder-style flies.

Fish-Skull™ Frantic Tails

Now available in a full range of sizes and colors, this is an ultra-lightweight, bite-proof synthetic suede tail with a realistic baitfish profile. An innovative attaching design gives the fly maximum tail action and helps prevent fouling when casting.

Fish-Skull™ range of streamer flies

A range of unique, next generation streamer flies that utilize the Fish-Skull™ and cover a broad range of fresh and saltwater fly fishing applications. These flies are now available at wholesale pricing to the dealer channel and include the Salt Creature™, River Creature™, Super Bugger™, Crafty Deceiver™, Forage Fly™, Saltwater Forage Fly™ and the Flash Minnow™.

"The addition of new streamer products to the Fish-Skull™ family builds upon the successful 2010 launch of the Fish-Skull™", said Martin Bawden, CEO of Flymen Fishing Company. "The new Sculpin Head™ with its realistic profile and easy-to-tie design will provide our customers with more options. The new Articulated Shank™ is a concept inspired by some of the innovative articulated techniques and materials being used today by some of the leading fly tiers. It strives to simplify the tying process for these types of flies, and in doing so bring them into the mainstream making them more accessible to beginner and intermediate fly tiers. Due to customer demand and feedback experienced in 2010, we are also launching

a full-blown range of the popular Frantic Tails™ synthetic baitfish tails in a comprehensive range of fly size and color options.“

Commenting further, Bawden discussed the company's entry into the wholesale fly market, "We are excited to expand our product portfolio with the launch of some exciting fly ranges based upon our unique, core fly tying products. We are now commercially tying and wholesaling Fish-Skull™ streamers and Nymph-Head™ tungsten bead-head nymphs. These are now available for order for our distributor and dealer customers".

Fish-Skull™ and Nymph-Head™ brand products are available through authorized fly shops and outdoor retailers, as well as the Flymen Fishing Company website.

For more information:

Flymen Fishing Company	www.flymenfishingcompany.org
Fish-Skull™ products page	www.flymenfishingcompany.org/products/fish-skull/
Nymph-Head™ product page	www.flymenfishingcompany.org/products/nymph-head

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