



## PRESS RELEASE

### Announcing the Fire Bug™ Midge

- Unique range of premium beadhead midge flies ready to ignite pre-tied fly sales.
- Innovative approach to fly packaging and display for Fly Shops and outdoor retailers.
- Unprecedented fly color options now possible due to Chromax™ anodizing process.

**FLY FISHING RETAILER 2009, Denver, Colorado, USA. – Sept 10, 2009** – Flymen Fishing Company today launched the new Fire Bug™ range of beadhead midge flies in 12 different color options and uniquely packaged to maximize retail sales. In addition, the company also announced the addition of 4 new “Attractor” colors to their extensive Nymph-Head™ ranges of tungsten and brass fly tying beads.

#### Fire Bug™

Flymen Fishing Company enters the pre-tied fly market with a exciting range of beadhead midges in a wide range of natural and attractor fly colors. The Fire Bug™ midge is an improved “Zebra style” beadhead midge enhanced with premium quality beads created by companies Chromax™ anodizing technology. Available in 12 different color combinations, the Fire Bug™ midge comes in highly visible, premium packaging that is color-coded, clearly marked and utilizes beautiful macro pictures of the individual flies. The packaging combines with a quality countertop display stand to offer fly fishing retailers an attractive in-store solution.

“With Fire Bug™ we have achieved our objective of creating a unique range of effective, high quality flies using top quality materials and packaged to help our retail customers increase their sales in 2010.” said Martin Bawden of Flymen Fishing Company.

“Fire Bug™ enables Fly Shops to offer their customers a full range of beadhead midges in colors to match any given fishing situation. At the same time, we’ve overcome the biggest problems retailers have in stocking and selling small flies. We’ve taken these very small flies out of the fly bins where they are often overlooked and are presenting them to customers in a highly visible way that makes it easy for customers to see and buy them. Our Fire Bug™ Starter Pack comprising of a fully stocked countertop display makes it quick, easy and profitable for a Fly Shop to order, inventory and sell small flies.”

#### Attractor colors

Flymen Fishing Company has expanded their Nymph-Head™ fly tying bead ranges by adding four unique new “Attractor” colors i.e. Steelhead Blue, Bloodworm Red, Shrimp Pink and Tangerine Orange. These colors made possible due to the Chromax™ anodizing technology creates a permanent, high-quality coated finish far superior to old-style painted or enamel-baked beads. The colors are being added to the existing “Traditional” and “Natural” color options which include colors such as Caddis Green, Mayfly Brown, Stonefly Black and Baetis Green-Olive.

“It’s an exciting time for fly tying! Between our Nymph-Head brass and tungsten bead ranges we now offer 11 different colors in 7 different sizes which easily represent the most comprehensive choice on the planet! The previous limitation to only gold, copper or silver colored beads has now been broken and the door has opened to the next generation of beadhead flies.” said Bawden.

Fire Bug™ and Nymph-Head™ brands are available through authorized Fly Shops and Outdoor Retailers. For more information visit [www.flymenfishingcompany.com](http://www.flymenfishingcompany.com).

Nymph-Head™ and Fire Bug™ are the registered trademarks of Flymen Fishing Company in the United States.

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# Fire bug

PREMIUM BEADHEAD MIDGE

