



## PRESS RELEASE

### The Forage Fly™ now available

- **Innovative, new baitfish pattern designed by Mike Smith**
- **First commercially available fly using the new Fish-Skull™**
- **Frantic Tails™ available as a fly tying material**

CHARLOTTE, NC, USA. – August 1, 2010 – Flymen Fishing Company today announced the availability of the new Forage Fly™, an innovative new baitfish pattern designed by Mike Smith of New River Fly Fishing. The Forage Fly™ combines the unique features of the new Fish-Skull™ weighted streamer head with natural body materials and a “frantic tail” to create an authentic, effective baitfish imitation that is as versatile as it is realistic.

"The Forage Fly™ is the first in a series of new baitfish patterns that we intend to produce using the new Fish-Skull™", said Martin Bawden of Flymen Fishing Company. "We've worked closely with Mike to develop a really effective weighted fly that utilizes a number of unique materials including a synthetic suede tail that has an amazing action. As part of the Forage Fly™ launch, we have also posted the step-by-step fly tying instructions on our website and made the Frantic Tails™ available for purchase as a stand-alone fly tying material. This gives our fly tying customers the option to tie their own Forage Flies or to utilize the tails in other types of streamer patterns"

The Forage Fly™ and Frantic Tails™ are available through authorized fly shops and outdoor retailers, as well as the Flymen Fishing Company website.

For more information:

Forage Fly™ product page [www.flymenfishingcompany.org/products/flies/forage-fly](http://www.flymenfishingcompany.org/products/flies/forage-fly)  
Forage Fly™ tying instructions [www.flymenfishingcompany.org/flytying/patterns/forage-fly](http://www.flymenfishingcompany.org/flytying/patterns/forage-fly)  
Frantic Tail™ products page [www.flymenfishingcompany.org/products/fish-skull/frantic-tails](http://www.flymenfishingcompany.org/products/fish-skull/frantic-tails)

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Press Contacts:

Martin Bawden  
Flymen Fishing Company  
Telephone: +1 (704) 846-2634  
[info@flymenfishingcompany.com](mailto:info@flymenfishingcompany.com)  
[www.flymenfishingcompany.com](http://www.flymenfishingcompany.com)

Mike Smith  
New River Fly Fishing  
Telephone: +1 (540) 789-7811  
[msmith@swva.net](mailto:msmith@swva.net)  
[www.newriverflyfish.com](http://www.newriverflyfish.com)