

PRESS RELEASE

Flymen Fishing Company Launches 2015 Product Portfolio

2014 International Fly Tackle Dealer (IFTD) show, Orlando FL, USA - July 16, 2014. Flymen Fishing Company announced the expansion of the Nymph-Head® and Fish-Skull® brands with the launch of several new and innovative products.

Nymph-Head® Evolution™ Beadhead
Nymph-Head® Evolution™ Fly Range

Fish-Skull® Fly Tester™
Fish-Skull® Articulated Fish-Spine™ (individual sizes)

These new Flymen Fishing Company products are now available for dealer pre-order and will start shipping by the end of July, 2014.

NEW FLY TYING PRODUCTS

Nymph-Head® Evolution™ Beadhead

Nymph-Head® Evolution™ is a family of tungsten fly-tying beads molded in the natural shape, size and colors of the heads of the three most common aquatic insects that trout feed upon and which fly fishermen attempt to imitate, namely mayflies, stoneflies and caddisflies.

The four Nymph-Head® Evolution™ tungsten beadhead family members consist of:

- **The Evolution Mayfly Swimmer & Burrower**
- **The Evolution Mayfly Clinger & Crawler**
- **The Evolution Stonefly**
- **The Evolution Caddis**

Moving beyond the traditional round bead...the Nymph-Head® Evolution™ beadhead allows fly tiers to tie nymphs that not only sink quickly, but have a more anatomically correct profile and head-size relative to the insect's body.

Key Features:

- Tungsten for fast sinking flies
- More Realistic Fly Profile (mayfly, stonefly, caddisfly)
- Natural Fly Colors (brown, black, olive)
- Up to five sizes (XS, S, M, L, XL)
- Premium quality retail packaging with MSRP \$7.45

Product information: <http://flymenfishingcompany.org/products/nymph-head/evolution-tungsten-bead/>

Fish-Skull® Fly Tester

The Fish-Skull® Fly Tester is an innovative, complete out-of-the-box solution for fly testing and demonstration that enables fly tiers to “swim-test” and, ultimately, design better fly patterns. It also provides fly shops, outdoor retailers and commercial fly companies with a compelling way to demonstrate flies to their customers.

Key Features:

- High quality, crystal-clear, acrylic swim tank with innovative (bi-directional) water flow design.
- Upper, middle and lower sections allow you to swim up to 3 different types of flies (streamers, nymphs and surface flies) at the same time.
- Test streamer flies up to a foot long!
- The slim line design is light-weight (less than 8 lbs.), portable with a small footprint for any fly tying table or shop counter.
- Powerful water pump with adjustable speed flow control.
- Retail ready (boxed and barcoded).
- 1-year limited warranty.
- MSRP of \$285.

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

Fish-Skull® Articulated Fish Spine™

Released in 2013, 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. In addition to the original Starter Pack, we NOW expand this product to offer all four shank sizes individually packaged!

Key Features:

- Sizes 10mm, 15mm, 20mm & 25mm.
- Tapered, daisy-chain effect creates life-like action.
- Stainless steel for saltwater flies.
- Individual shank size packs (24 shanks) MSRP 7.95.
- Starter pack (6-8 spines/ 24 shanks) MSRP \$9.50

Product information:

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

NEW FLIES

Nymph-Head® Evolution™ Fly Collection

The first in a series of next generation nymphs tied with the new Evolution™ tungsten beadheads. Anatomically shaped tungsten heads combined with natural colors make these flies irresistible. MSRP \$4.95 per 3-fly box.

NH Evolution™ Fly Collection Product information:

<http://flymenfishingcompany.org/products/nymph-head/nymph-head-evolution-fly-collection/>

“We are really excited about launching our new line of products today! Both the Fly Tester™ and Evolution™ Beadhead demonstrate our company’s single-minded focus on designing and introducing innovative, ‘next generation’ fly tying materials and flies,” said Martin Bawden, CEO of Flymen Fishing Company.

“Under the theme of ‘Design Better Flies,’ the Fish-Skull® Fly Tester™ is the first readily available, out-of-box solution for fly testing and demonstration. The ability to ‘Test’ fills the critical gap that exists between tying a new fly that looks great in your vise and then going fishing with the hope it works!”

Bawden also commented: “The Nymph-Head® Evolution™ tungsten beadhead represents the natural progression (evolution) of the traditional round fly tying bead. The combined benefits of having a more realistic insect profile, natural fly colors and fast-sinking tungsten now enables fly fishermen to create a whole new generation of better beadhead nymphs.

“Building on the success of the Articulated Fish Spine™ launched a year ago, we are responding to customer demand to offer the different sizes of shanks in individual retail packs. This allows fly fishermen to purchase the specific sizes they need for their Game Changer style flies instead of having to buy the full Starter Pack each time.”

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® 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

Press Contacts:

Mike Smith or Martin Bawden

Flymen Fishing Company

Telephone: +1 (704) 846-2634

info@flymenfishingcompany.com

www.flymenfishingcompany.org