

PRESS RELEASE

Flymen Fishing Company Launches 2016 Product Portfolio

2015 International Fly Tackle Dealer (IFTD) show, Orlando FL, USA - July 15, 2015. Flymen Fishing Company announced the expansion of the Nymph-Head® and Fish-Skull® brands with the launch of several innovative products and flies.

Fish-Skull® Chocklett's Body Tubing™
Fish-Skull® Dubiel's Pop-N-Fly™
Fish-Skull® Sculpin Helmet™ (Black)
Fish-Skull® Broyhill's Jackknife
Nymph-Head® Evolution™ Split Case BWO Nymph

NEW PRODUCTS

Fish-Skull® Chocklett's Body Tubing™

Blane Chocklett is widely regarded as one of fly fishing's leading big game anglers, fly designer, and guides. Many musky and pike flies tied today are inspired by his innovative signature patterns, such as the popular T-Bone Musky fly. Chocklett's Body Tubing is the authentic "secret ingredient" used by Blane in many of his big game flies to create large heads, to segment and taper the bodies, and to keep the materials flared up, allowing them to push more water and create the illusion of bulk — the "hollow fly" effect — while remaining light and easy to cast all day.

Key Features:

- For use in fresh and saltwater streamers.
- Part of the Flymen Big Game Fly Solution
- Comes in 6 colors and 2 sizes (1/4" x 3 ft. and 1/2" x 2 ft.)
- MSRP of \$ 5.95.

Product information: <http://flymenfishingcompany.com/products/chockletts-big-game-body-tubing>

Fish-Skull® Dubiel's Pop-N-Fly™

Renowned fly fishing guide Captain Gary Dubiel has developed an innovative method for catching giant fish on the fly. The Pop-N-Fly is a lightweight, foam cylinder (chartreuse or orange color) with an embedded articulated shank enabling it to be attached between the leader and the tippet. The tippet is typically about 20 inches long to which the fly (a baitfish pattern) is attached. While originally designed for redfish, the Pop-N-Fly has proved to be phenomenal for numerous other saltwater and freshwater species, including speckled trout, false albacore, cobia, striped bass, smallmouth bass, lake trout, and more.

Key Features:

- Lightweight and aerodynamic making it easy to cast with a fly rod.

- The bright chartreuse or orange color foam makes it easy for the angler to see.
- The foam suspends the fly below the surface and when stripped it “pops-and- splashes” causing a commotion on the surface that attracts (“calls”) fish.
- 2 sizes (Small and Large)
- 2 per pack (1 x orange and 1 x chartreuse).
- MSRP of \$6.95.

Product information: <http://flymenfishingcompany.com/products/dubiel-s-pop-n-fly>

Fish-Skull® Sculpin Helmet™ (Black)

Now in Black! Due to customer demand, we are expanding the color range for the popular Fish-Skull® Sculpin Helmet™ by adding black-nickel to the existing brown and olive color options. This important addition allows fly tiers to a much wider range of patterns than previously possible.

Designed for use on both hook and tube streamers, Sculpin Helmet has a weighted keel to keep your streamer swimming hook-up and avoid snagging. Tie heavyweight streamers with a realistic, flat and broad profile that imitates common bottom-dwelling fish species such as sculpins, gobies and baby catfish.

Key Features:

- Black-Nickel, Brown and Olive color options.
- Mini, Small and Large sizes.
- 8 per pack.
- MSRP \$6.80.

Product information: <http://flymenfishingcompany.com/products/fish-skull-sculpin-helmet>

NEW FLIES

Fish-Skull® Broyhill’s Jackknife

The newest (and largest) addition to the Fish-Skull® streamer line-up. Designed by up-and-coming fly tier, Alan Broyhill, the Jackknife™ represents the next generation of large profile, lightweight, and highly articulated streamers designed to target predatory gamefish. It is tied using modern fly tying techniques and utilizes all the Fish-Skull® fly tying materials that comprise the Flymen Big Game Fly Solution (combining the Fish-Mask™, Living Eyes™, Big-Game Shank™, and *now* Body Tubing™).

Key Features:

- Color options: Red/White, Black/Purple and Orange/Yellow.
- Hook Size 5/0.
- MSRP \$24.95.

Nymph-Head® Evolution™ Split Case BWO Nymph

The latest fly in a series of “next generation” nymph patterns tied with the new Evolution™ tungsten beadheads. Designed by Shane Buckner of Hunter Banks Fly Fishing, the Nymph-Head® Evolution Split Case BWO Nymph is our favorite pattern for imitating the early stages of an emerging Baetis/Blue Winged Olive (BWO) nymph.

It is tied with a olive Nymph-Head® Evolution Mayfly Swimmer tungsten beadhead that provides weight, natural color and a realistic insect profile to the fly.

Key Features:

- Available in #14, #16 and #18.
- MSRP \$2.30 per fly.

“We are really excited about launching our new line of products this year! Both Chocklett’s Body Tubing™ and Dubiel’s Pop-N-Fly™ demonstrate our company’s single-minded focus on designing and introducing innovative, ‘next generation’ products and flies. By teaming up with key emerging figures in the industry such as Blane and Gary, we hope to continue to make an impact moving forward,” said Martin Bawden, CEO of Flymen Fishing Company.

Bawden also commented: “We are very pleased to be expanding our Nymph-Head® Evolution™ nymph range with an enticing new mayfly pattern as well as adding to the Fish-Skull® fly line-up a new, articulated “big-game” pattern.”

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.com

Fish-Skull® fly tying products <http://flymenfishingcompany.com/collections/fish-skull-tying-materials>

Fish-Skull® flies <http://flymenfishingcompany.com/collections/fish-skull-flies>

Nymph-Head® fly tying products <http://flymenfishingcompany.com/collections/nymph-head-tying-materials>

Nymph-Head® flies page <http://flymenfishingcompany.com/collections/nymph-head-flies>

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