

## ***Ross Reels' Commitment to Fight Breast Cancer Continues*** ***Limited Edition Pink Reels Available April 2007***



**Susie Hauck**

Ross Hauck's wife Susie had a love affair with life and a true appreciation for each day having battled breast cancer for nearly nine years. In 2002 she lost her fight, but the Ross Reels' family carries on her mission of helping to find a cure for breast cancer.

In honor of Susie's unbelievable spirit and passion for life, Ross Reels produces an annual limited edition series under the "Reel in a Cure" name to help support the Susan G. Komen Breast Cancer Foundation in their fight to eradicate breast cancer as a life threatening disease. This year's offering is three limited series of pink reels that are individually numbered and custom engraved with the Komen ribbon and the words "Reel in a Cure". Available in April 2007 are the following reels:

- Pink Rhythm #1 Reels - Limited Series of 100**
- Pink Evolution #2 Reels - Limited Series of 200**
- Pink Momentum #4 Reels - Limited Series of 100**

Ross Reels will donate \$5,000.00 to the Susan G. Komen Breast Cancer Foundation from the sale of these series. Additionally, individual reels will be donated to the International Women Flyfishers, The Pink Tie Affair (a fundraiser for the Komen Foundation), Casting for Recovery and Reel Recovery to help raise money for these terrific organizations.

Breast cancer is a disease that has touched every person in some way and Ross Reels is committed to doing our part to raise awareness and help find a cure. These reels can be purchased from select Ross dealers. Please contact your local Ross dealership today to see if they have reserved any of these limited edition reels. For additional information, please call the Ross factory at 970-249-1212.



## ***Momentum Series Fly Reels Look Cool in Slate Blue*** ***Special Series of Slate Blue Momentum Reels Available in April 2007***



Each year Ross Reels offers one of its fly reel series in a special color, just to keep things interesting. This season we have released a limited number of special series Momentum reels in slate blue. As you know, this is the same color available in the Evolution series, and it is sure to be a hit with big game anglers. Available in April 2007 are the following reels:

- Slate Blue #4 Reels - Special Series of 100**
- Slate Blue #5 Reels - Special Series of 100**
- Slate Blue #6 Reels - Special Series of 50**
- Slate Blue #7 Reels - Special Series of 50**

Quantities are very limited, so if you would like to reserve one of these special edition reels, contact your local Ross dealer before they all sell out!

## Ross Rakes in Product Awards in 2007!

### Momentum, Evolution and Pescador all Honored as "Best in Class"

Ross Reels has won its share of industry awards over the years. In fact, our products have been honored with more awards than any other fly reel manufacturer in the world! We have worked incredibly hard over the last 34 years to maintain our reputation as a leading fly reel manufacturer committed to quality, service and customer satisfaction. We are pleased to announce that in just the first two months of 2007, Ross Reels has been honored with three industry "Awards in Excellence" from well-respected national outdoor publications.

Fly Rod & Reel Magazine, Fly Fish America Magazine and Gray's Sporting Journal have chosen our Evolution series, Momentum series and Pescador pliers as products that merit acknowledgement for excellence in dependability, innovation and performance. It is meaningful for any company to win even one of these awards, let alone all three in the same year. We are honored that Fly Rod & Reel magazine has chosen the Evolution series to receive a Kudo award. The Evolution has been in our product line for a number of years and is still recognized as the premier fly reel for those anglers who equally appreciate art and function. The Momentum series is new for 2007 but has already captured the attention of the Fly Fish America Editors as well as serious fly anglers with its innovative carbon fiber drag system that was co-engineered with Kestrel bike company - *The First name In Carbon Fiber*. With over 12-pounds of high-end drag, it is easy to see why the Momentum series has become the reel of choice for professional saltwater fly anglers around the globe. And let's not forget the Pescador pliers that were completely redesigned for 2007 with tungsten carbide cutters and increased ventilation to reduce weight and enhance cosmetics. The "Gray's Best" award that we received is incredibly special as Gray's Sporting Journal only gives out twelve of these awards a year, selecting these few deserving products from everything available in the hunting, general tackle and fly fishing industries. WOW!

We are humbled by the variety of acknowledgements we have received in 2007 and we promise that as we head into 2008, there are many more exciting things to come. Stay tuned!



**EVOLUTION SERIES**  
*Fly Rod & Reel*  
2007 Kudo Award



**MOMENTUM SERIES**  
*Fly Fish America*  
2007 Editors Choice Award



**PESCADOR PLIERS**  
*Grey's Sporting Journal*  
2007 Grey's Best

**GRAY'S  
BEST**

## **2007 Ross Worldwide Products are ALL New, and Available NOW!** *Ross Introduces \$39.00, \$59.00 and \$89.00 Fly Reel Series and World-Class Pliers*



**FLYWATER**



**FLYCAST**



**FLYSTART**

The folks at Ross are smiling big! As you now know, every Ross Worldwide product is NEW this season. We went all out with the redevelopment of the Flycast, Flywater and Pescador pliers, and at the same time introduced the new Flystart reel series as well as a 7.5" size of the Pescador pliers. This is obviously a lot for any company to bite off in one season. Even more challenging was Ross' promise to deliver all new Worldwide products by October 2006, and if you visit your local Ross dealer, you will see that we accomplished our mission!

Stayed tuned as there are a lot of great things happening with both Ross USA and Ross Worldwide. Each division (USA and Worldwide) is firing on all cylinders and a number of new products will soon be announced. We have received great input from many customers regarding what products you would like to see from us now and in the future. We encourage all of our customers to let us know what they would like to see in the way of new products, and what changes they would like to see to existing products. We understand that Ross customers are our best resource when it comes to product development. Please help us provide you with the best products possible by letting us know what you want. Email your comments to [info@rossreels.com](mailto:info@rossreels.com). You can also access the questions and comments section of our website by visiting [www.rossreelsworldwide.com](http://www.rossreelsworldwide.com) where feedback can conveniently be submitted through our website.

Thank you for your continued support. Please visit a Ross dealer today to view all of the new Ross Worldwide products or feel free to view these items on our website where all products are featured with 360-degree interactive views.



## **Ross' In-House Sales Team Continues to Grow** *Ross Welcomes the Arrival of its New Sales Associate*

Ross Reels is pleased to announce the recent appointment of Brant Weaver, as Sales Associate. With the recent growth of both the Ross USA and Ross Worldwide divisions, adding a new member to the sales department was essential in maintaining the high level of service and customer support the market has come to expect from Ross. Brant has a fishery biology degree from Colorado State University. He has spent time in the retail side of the business as well as guiding in Colorado. Brant spends the majority of his free-time being a father and all other moments are spent, you guessed it, fishing!

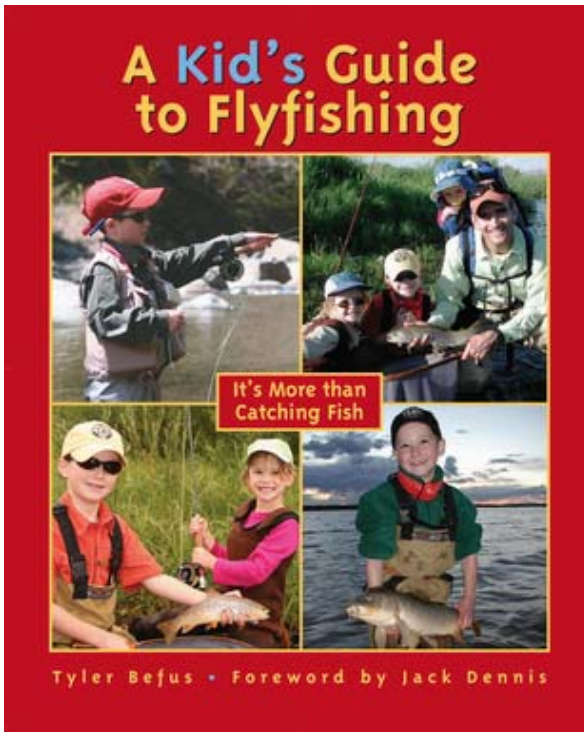
At Ross, we still believe in personalized service where a customer can talk to a human and not a phone machine. We also want to be certain that the person you reach when you call will be able to help you immediately with all of your Ross needs. The addition of Brant to our team will ensure that you will continue to receive the high level of service you have come to expect from Ross Reels! If you happen to give us a call anytime soon, please welcome him aboard.



**Brant Weaver**  
*New Sales Associate*

## ***A Celebrity Is Among Us!***

***Tyler Befus' First Book Published at the Ripe Age of 9***



Tyler Befus, the son of Ross Sales Manager Brad Befus, has been fly fishing since he was old enough to go along in a child backpack. He started fly casting and fly tying at the age of three and landed his first fly caught trout, on his own, shortly before his third birthday. He is the youngest member of the Ross Reels pro staff team and frequently presents kids fly fishing programs at numerous outdoor shows around the country. Tyler has fished the Rocky Mountain region extensively for trout and warmwater species. His fishing travels have taken him to Alaska for northern pike and sheefish as well as Japan for yamame, lianna and Japanese sea bass. He currently holds I.G.F.A. Junior World Records for sheefish and kokanee salmon.

Tyler recently authored his first book “*A Kids Guide to Fly Fishing*” and is now working on a kids fly fishing instructional DVD. Tyler begins his book with, “Hi, my name is Tyler Befus. I’m an average eight-year-old kid who likes to play soccer, football, and basketball and go

swimming, but I am totally hooked on fly fishing. I decided to write this book to teach kids about how fun and exciting fly fishing is.”

***A Kid's Guide to Flyfishing*** is clearly written and easy to understand for children, with many color photos and Tyler's illustrations throughout. With tips on finding fish, casting techniques, equipment needed, and much more, this book is the perfect introduction to the sport of fly fishing for kids.

Now nine years of age, Tyler is already a polished speaker, presenter, and interviewee. Never at a loss for words, he charms audiences and readers.

Tyler's other interests include competing on the Montrose Marlin swim team, playing soccer, hockey and football, piano, theater, photography and drawing; all which he likes to share with his mom and dad and two younger sisters.

Children are the future of our sport, and this is the perfect book to get your kids interested in fly fishing. Tyler's book can be purchased from fly shops, most quality bookstores and Amazon.com.

Fly fishing is a sport for every man, woman and child and we would like to thank Brad Befus and his family for their continued efforts to promote fly fishing as a great way to spend time with your family. We are honored to have both Brad and Tyler as contributing members of the Ross Reels team.



***Tyler Befus, Celebrity Author and father  
Brad Befus, Ross Reels' Sales Manager***