

New for 2008!

Ross USA

We are excited to announce the introduction of the Flow – a modern rendition of the centerpin reel. We have incorporated our thirty plus years of fly reel engineering into what will become the new standard for all centerpin reels. The Flow centerpin reels will be available for purchase through Ross dealers in January 2008.

*New Ross Accessories Just in Time for the Holidays
Re-Designed Ross Baseball Caps Plus Collars for Your K-9 Fishing Friend!*

New Re – Designed Logo Caps

Ross Reels is pleased to announce re-designed logo baseball caps. The new caps now include a black underside on the bill to reduce glare when wearing them in bright sunshine or high glare conditions. All colors are currently available through your local dealer.



Suggested Retail \$22.00

New Ross Dog Collars

Here is the perfect holiday gift for all K-9 fly fishing companions. The collars are constructed of soft nylon with small air chambers within the outside layers allowing them to breathe and dry quickly while resisting odors and mildew. Each collar is adjustable and has a quick release buckle that is contoured for the most comfortable fit. Collars will be available from authorized dealers in early December.



Suggested Retail \$20.00

Ross Worldwide

There are many NEW and exciting products this season. Ross went all out with the introduction of high quality fly rods, reel outfits and complete fly fishing outfits. This is obviously a lot for any company to bite off in one season. We are thrilled to announce that every Worldwide product is available for purchase from any authorized Ross dealer - including our existing line of Pescador 6 and 7.5 pliers and all three series of reels (Flystart, Flycast and Flywater).

Mel Krieger Joins Ross Worldwide in the Development of “Essence” Series Fly Rods

After more than 40 years of teaching fly fishing and fly casting to thousands of people around the world, Mel Krieger has joined the Ross Worldwide team in the design and development of high quality, affordable fly rods. The first products that have been released are the **Essence Series Fly Rods**, named after Mel's most notable work – *The Essence of Flycasting*.

When asked about this new partnership, Mel said,

“It is a pleasure to be working with the fine people at Ross. The company is well respected and makes great products. I am delighted with the design of the Essence series fly rods. These are quality rods that will satisfy the most advanced anglers, as well as those just starting out. While the price is absolutely affordable, these are top quality fly rods that perform every bit as well as tackle costing many times more. A great casting rod is an invaluable tool in the sport of fly fishing, and this is exactly what you get with every Essence series fly rod. I proudly fish these products myself”.



About Mel...

Mel Krieger is unquestionably one of the top fly fishing instructors in the world, and a master at unraveling the mysteries of fly fishing. Mel's gentle approach and enthusiastic teaching style make learning the sport of fly fishing a fast, easy and fun experience for every level of fly angler; even those that have never cast a rod! Over his lifetime, Mel has helped thousands of people become great fly fishers, including many champion casters, expert anglers, guides and instructors.

Essence Series Fly Rods

High Performance Fly Rods Starting at Just \$99.00

Ross Worldwide worked with Mel on the development of three unique rod series – Essence FS, Essence FC and Essence FW. All three series are manufactured with a “Ross Exclusive” proprietary graphite design, resulting in rods that are smooth casting, sensitive and precise. The Essence series fly rods carry line effortlessly when casting in close, or reaching out to far away targets. All three series are powerful and sturdy, yet light enough to minimize fatigue with long days on the water.

The Essence series fly rods have been assigned graphite designations of R-1, R-2 and R-3 to highlight design differences. While the fundamentals of each series remain true to the design, a higher numbered R-Value indicates a slightly more progressive action. Each series is available in three sizes, 8’6” 3wt., 9’0” 5wt. and 9’0” 7wt.. All three series are 4-piece rods that ship complete with a rod sock and rod case. **The three Essence rod series are priced at just \$99.00, \$149.00 and \$199.00.** These fly rods will set a new standard for what an angler should expect from an affordably priced fly rod.



ESSENCE FS SERIES
Suggested Retail - \$99.00



ESSENCE FC SERIES
Suggested Retail - \$149.00



ESSENCE FW SERIES
Suggested Retail - \$199.00

Essence FS and Essence FC Fly Fishing Outfits

Includes Mel Krieger’s Instructional DVD “Beginnings, An Introduction to Fly Fishing”

The Essence Fly Fishing Outfits are complete outfits. Simply tie on a fly and you are ready to fish! All of the products included with these outfits are top quality. In fact, they are the same high quality Ross products that we sell individually, but when purchased together as part of a complete outfit, you save money!

The Essence Fly Fishing Outfits are available in three sizes – 3/4wt., 5/6wt. and 7/8wt., covering everything from small streams to light saltwater. Each outfit is built around an Essence series fly rod. These rods were designed with Mel to satisfy the most advanced anglers, as well as those just starting out. Each outfit includes Mel’s *Beginnings - An Introduction To Fly Fishing* DVD to make learning the sport of fly fishing a fast, easy and fun experience for every level of fly angler.

Each outfit also includes a Ross designed fly reel that is pre-spooled with a high quality fly line, backing and a 9’ tapered leader. In addition, we have included a durable carrying case to protect your outfit when traveling or in storage. **The Essence FS Fly Fishing Outfits are priced at just \$199.00 and the upgraded Essence FC Fly Fishing Outfits are priced at just \$249.00.** These complete fly fishing outfits will get you on the water with quality tackle at an affordable price. For your money, there is not a better value on the market today! Available now from any authorized Ross dealer.



ESSENCE FS FLY FISHING OUTFIT



ESSENCE FC FLY FISHING OUTFIT

Flystart and Flycast Reel Outfits

Pre-Spooled with Fly Line, Backing and a Tapered Leader

The Flystart and Flycast Reel Outfits come pre-spooled with high quality fly line, #20 micron backing and a 9' tapered leader. Simply attach one of these reels to your favorite rod, tie on a fly and you are ready to fish! These reel outfits are top quality. In fact, they are the same reels we sell individually, but when purchased as part of a complete outfit, you save money!

The Flystart and Flycast Reel Outfits are available in three sizes – 3/4wt., 5/6wt. and 7/8wt., covering everything from small streams to light saltwater. Each outfit is built around a Ross designed fly reel that will meet the expectations of even the most experienced angler. You will be amazed with the quality in manufacturing tolerance, drag performance and sound. The Flystart and Flycast reel outfits are great options for anglers that demand quality, but do not want to spend a fortune gearing up to fish.

The Flystart Reel Outfits are priced starting at just \$60.00 and the upgraded Flycast Reel Outfits are priced starting at just \$85.00. These complete reel outfits will get you on the water with quality tackle at an affordable price.



FLYSTART



FLYCAST

Ross Develops On-Line Product Service Forms

Processing Warranty and Service Items Just Got a Lot Easier for Both Ross USA and Ross Worldwide Products

In an effort to make doing business with Ross USA and Ross Worldwide easier, we have invested substantial resources into building on-line warranty and service forms to assist you in getting products requiring attention to us quickly and easily. There is no longer a need for you to write a detailed letter describing what service a product requires. The on-line service forms streamline this process with a form that intuitively collects service information for you.

Please take a look at the on-line service forms on both the Ross USA and Ross Worldwide websites and call us with any questions or comments. We view every aspect of our business as a work in progress and we value your input in our efforts to be the best company we can be.

Made in the USA!

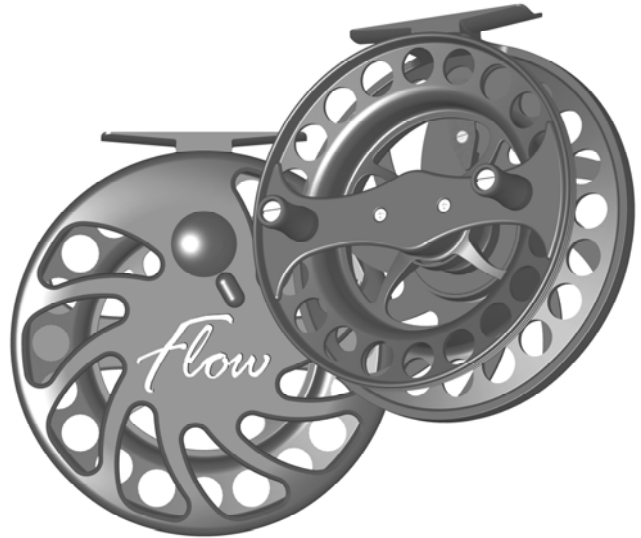
Calling All Pinheads! The Flow Arrives January 2008

Ross Enters the World of Centerpin Fishing with a Modern Version of this Historic Reel

After more than two years of design and development, Ross is pleased to introduce the *Flow* – a modern rendition of the centerpin reel. The sport of centerpin fishing is loaded with incredible history and tradition, but rather than simply reproducing a reel design that so many have done before us, we have incorporated our thirty plus years of fly reel engineering into what will become the new standard for all centerpin reels.

This reel is SMOOTH! Precision machining, high quality bearings and perfect balance result in a spool that spins effortlessly and without interruption. Whether you are looking for the perfect drag free drift, or the ability to quickly reel in line, the ultra smooth rotation of the spool will make it effortless. And we didn't stop there! We have also incorporated

a revolutionary centerpin quick release locking spool, smooth moving on/off cam lever switch to engage or fully disengage the drag clicker and a unique symmetrical spool design that eliminates the need for re-spooling line when converting the reel from left-hand to right-hand retrieve. Add in water shedding grooves on the spool edge to help fight fast running fish and you have a complete centerpin reel the likes of which have never been seen before!



The Flow centerpin reel comes with the following standard features:

- ◆ *Smooth ball bearing rotation*
- ◆ *Revolutionary centerpin quick release spool design*
- ◆ *Smooth moving on/off cam lever switch to engage or fully disengage the drag clicker*
- ◆ *Tapered spool design to promote the smooth release of line*
- ◆ *Unique symmetrical spool that eliminates the need for re-spooling line when converting the reel from left-hand to right-hand retrieve*
- ◆ *Removable handle plate*
- ◆ *Water shedding grooves on spool edge*
- ◆ *Made in the USA*

Price: \$299.00

Colors: Black, Champagne Gold and Copper