

Ross Introduces New and Exciting Products in 2010

New for 2010 - Evolution LT Reel Series, RossTec® Rod and Reel Cases, Reach® Spey Rods, Journey® Youth Fly Fishing Outfits, Essence® Fly Fishing Outfits, Balance Reel Arms and MORE!

The team at Ross Reels USA / Ross Worldwide has been incredibly busy this past year with product development, and they are now ready to introduce a ton of new and exciting products.

New from Ross are the following products:

- *Evolution LT fly reel series (an updated version of the Evolution series with all metal exterior components)*
- *RossTec® rod and reel cases (a full series of rod and reel cases, custom designed and smartly built)*
- *Balance adjustable reel arm (a fully adjustable reel arm to accomplish perfect balance between a rod and reel)*
- *Reach® spey rods (spey rods ranging from 6wt. through 9wt., designed by soulful spey junkies for all types of water)*
- *Journey® youth fly fishing outfits (complete youth fly fishing outfits with instructional DVD by Tyler Befus)*
- *Essence® fly fishing outfits (complete fly fishing outfits with instruction DVD)*
- *New color options for the CLA and Vexsis reel series*
- *New AGP finish on all pressure cast reel series (incredibly strong and substantially more durable than any finish applied to competitive reels)*
- *Lifetime warranties on all products, retroactive on all Essence FS and Journey Youth fly rods.*

All these new products will be available at authorized Ross dealers by November 15, 2009; just in time for the holidays! For additional information about any of these products, please visit the Ross website at www.rossreels.com.