

News For Immediate Release



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Wild Water Fly Fishing Dives into Saltwater Rod Market

Rochester, NY: It's no secret that saltwater fishing calls for gear that's primed for the harshest elements and the fiercest fish. Recognizing this, Wild Water Fly Fishing has crafted a saltwater rod series designed to take the affliction that demanding saltwater anglers administer, all at a value-oriented price point: the **HX Saltwater Series**.

Reds, Bones, Permit, Tuna and any other species foolish enough to bite are no match for the combined finesse and fight of Wild Water's IM8 graphite, 4-piece HX Saltwater Series rods. These expertly crafted rods utilize a precisely located fast-action tip for the lightning-fast hook sets required for fish-of-the-flats and other open water species. Available in five different nine-foot configurations from 7wt to 12wt, HX Saltwater Series Rods are designed to present to unsuspecting fish rocketed casts with exacting precision, and then hook and fight with triumphant force just a millisecond later. Durability and fightability were taken into consideration when employing features like the heavy-duty Titanium color-anodized aluminum reel seat with full Wells style cork grip, a fighting butt, hook keepers, chrome-plated stainless steel guides, three large stripper guides, and aluminum oxide stripper guide rings. Its features like the aforementioned that create a fish-fighting platform that's second to none in its price range. A distinctive blue matte finish allows for easy identification from other Wild Water HX series rods and can withstand the harshest of punishment from angler, fish or environment.

Included with each HX Saltwater Series rod is a cloth rod sock and a padded Nylon covered PVC rod tube with sturdy end caps designed to take the abuse of long boat rides and airline travel for years to come. In the event that your rod does suffer some damage during one of your salt water forays, Wild Water's "no questions asked" lifetime warranty against breakage, ensures you'll have a replacement rod at your doorstep in no time. As an additional bonus to Wild Water's Saltwater Series rods they function equally

well for larger freshwater species allowing for a dual-purpose purchase and increasing Wild Water's reputation as *The Best Value in Fly Fishing*.

Available Rod Configurations:

- ◆ 9' 7wt
- ◆ 9' 8wt
- ◆ 9' 9wt
- ◆ 9' 10wt
- ◆ 9' 12 wt

MSRP: \$108.00

Founded in 2006, Wild Water Fly Fishing was dismayed by the lack of quality products at a truly exceptional value in the fly fishing market. As an avid fly fisherman, owner Eric Dodds was discouraged by other fly fishing companies offering less value than what their lofty price tags commanded. Between their lackluster customer service, equipment warranties with more stipulations than most mortgage papers and rods that cost as much as college tuition, Dodds knew he could blow the competition out of the water. He also knew he could provide more for every dollar and consequently set forth to develop a brand that could give fly fishermen more for their hard-earned dollar. Wild Water Fly Fishing was born and today anglers the world over have experience the value that a Wild Water brings to their arsenal of rods and fishing experiences. For more information on Wild Water Fly Fishing's HX Saltwater series rods or to learn more about the entire line of Wild Water products visit www.wildwaterflyfishing.com or call 585.967.3474 (FISH).