

News For Immediate Release



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Wild Water Fly Fishing Adds Options for Big Game Freshwater Fishing to HX Series Rod Lineup

Rochester, NY: Known for delivering unsurpassed value from their fly fishing equipment, Wild Water Fly Fishing has added a fresh water rod series crafted with the big game, value-minded fisherman in mind; the **HX Freshwater Series**.

If the allure of fighting hefty freshwater fish is too much for you to resist, Wild Water's HX Freshwater series rods are just what the doctor ordered. HX Freshwater rods deliver a high quality, 4-piece IM8 graphite rod in 7wt, 8wt and 9wt configurations and are designed with the specific needs of anglers looking to match wits with freshwater species the likes of salmon, steelhead, and mammoth trout, bass and pike in mind. A medium-fast action facilitates silky-smooth long distance casting for anglers of all abilities, while the attractive matte green finish bolsters an appealing aesthetic that can only be eclipsed by each rod's ability to combat the brawls of fat-backed freshwater opponents. The refined features of the HX Freshwater Series will make users appreciate the rod's form and function. Utilitarian details like a heavy duty Titanium color anodized aluminum reel seat with full Wells style cork grip and a fighting butt make each rod strong, nimble and perfectly balanced. Hook keepers, chrome-plated stainless steel guides and three aluminum oxide stripper guide rings round out each rod's stylish and functional features. Each HX Freshwater series rod also includes a branded Wild Water Fly Fishing cloth rod sock and dark green; nylon covered and lined rod tube with internal padding and sturdy end caps.

Covered by Wild Water's "no questions asked" lifetime warranty against breakage, an HX Freshwater rod offers a truly exceptional value that any fly fishing enthusiast can appreciate. All of this at a price point that so reasonable anglers can afford to own multiple Wild Water rods for the cost of a single rod offered by their competitors.

Available Rod Configurations:

- ◆ 9' 7wt
- ◆ 10' 7wt
- ◆ 9' 6" 8wt

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).