

News For Immediate Release



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Wild Water Fly Fishing Assembles Top End Rod Series at Affordable Prices

Rochester, NY: You get what you pay for... Maybe the old saying isn't so true, and sometimes, you get *more* than what you pay for. Such is the case when discussing Wild Water Fly Fishing's HX Series Fly Rods.

Whether you are pursuing panfish in your neighborhood pond, trout on famous tailwaters or stripers in the open ocean, Wild Water Fly Fishing offers an HX series rod to match any fishing situation. Through the use of high quality components and top-notch assembly techniques Wild Water presents a match-grade rod system designed to satisfy the rigorous mandates anglers of all skill levels command.

Wild Water's HX line of rods offers a new choice in fly fishing and no longer leaves anglers wondering what rod best fits their needs, skills, and budget. All HX rods are constructed from high quality, 4-piece IM8 graphite blanks in line weights from 3wt to 8wt with a handsome green, matte finish. The medium-fast action allows anglers to effortlessly produce well-placed casts while providing a powerful fighting platform for fish that are reluctant to slide into your net. With stylish finishing touches and details the HX series not only helps you fish more efficiently but pleases your eye, as well. Sturdy and elegant uplocking reel seats with handsome Rosewood inserts, smooth, high quality western-style cork handles, hook keepers, chrome-plated stainless steel guides and an aluminum oxide stripper guide ring round out each rods stylish and functional features. Additionally, all HX rods include 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.

Each HX series rod is covered by a "no questions asked" lifetime warranty against breakage, even if "your dog" happens to slam it in the car door. Offered at an exceptional price all Wild Water rods embody the true definition of value.

Available Rod Configurations:

- ◆ 8' 6" 3wt
- ◆ 7' 4wt
- ◆ 9' 4wt
- ◆ 10' 4wt
- ◆ 7' 5wt
- ◆ 9' 5wt
- ◆ 9' 6wt
- ◆ 9' 7wt
- ◆ 10' 7wt
- ◆ 8' 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).