



For Release

February 2015

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Flying Fisherman Celebrates 30 Years, Launches New Website

Islamorada, Florida Keys. Timed to coincide with their 30th anniversary, Flying Fisherman launched a totally new website this February. Months of design and development proved to be a task well worth doing, as the end result is just what the Florida Keys based sunglass company was looking for. A responsive, clean design was the goal, with very easy navigation for a positive on-line experience for visitors. Along with enhanced product info and images, the new site also features celebrity videos and audio clips to demonstrate product benefits and value. "With today's smart phones and tablets, we needed a new look", said Account Manager Bobby Vaughn. "This new performance oriented web site satisfies a visitor's curiosity and answers most any question about Flying Fisherman sunglasses and gear."

Flying Fisherman first introduced their line of polarized eyewear in the Florida Keys in January 1985. "We started the company with just four styles of polarized sunglasses and a small counter display, and after a couple months with fifty dealers on board, we thought the world was our oyster. What a lesson to be learned!" said company President Pat Sheldon. Thirty years later, the company is still family owned and operated, with a range of polarized sunglasses and angler accessories distributed in 50 countries, with steady growth potential well into the future. The longevity component lies in a constant commitment to the brand, and its mission to offer innovative, lifestyle products that offer quality and value to anglers worldwide. "We're very excited to welcome our son Bobby Vaughn, and daughter-in-law Michelle Vaughn, to the company last year", said Linda Sheldon, VP. "Bobby's responsibilities as Account Manager include working with customers, reps and pro-staff, while Michelle handles various duties in customer relations and administration. Both also assist with new product development, and with their involvement we hope to keep the brand interesting and accessible to the next generation of up and coming anglers worldwide."

Over the next year Flying Fisherman will present a myriad of promotions and advertising projects aimed at enhancing product perception and keeping the brand at the forefront of the fishing industry. It will include a renewed sponsorship with the Roland Martin organization for NBC Sports TV, radio and print media, and a new commercial and video featuring coach Bob Knight's endorsement of Flying Fisherman Passport Rods, to be released on television and selected websites. A variety of new eyewear and apparel products are also slated for release this summer and fall. For more information visit the new www.flyingfisherman.com.

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