



For Immediate Release
Contact: Linda Sheldon, Vice President
Linda@flyingfisherman.com
800.335.9347 / 305.852.8989

Legendary Sport Fishing TV Host Partners with Flying Fisherman® A deal 20 Years in the Making

Islamorada, Florida Keys, April 2014 – After years of trying to get a sponsor relationship together, principals from Flying Fisherman® and Roland Martin Productions had a recent pow-wow in Islamorada, Florida Keys, where Roland owns a home, and Flying Fisherman® is based. The day-long meeting resulted in a multi-year endorsement deal offering a tremendous amount of exposure for the Flying Fisherman® brand.

"Over the years we've talked several times about getting a sponsorship agreement together, but the timing was never quite right", said Roland. "I've known Pat and Linda Sheldon and their brand for more than twenty years. In fact, I haven't been talking on the show about polarized eyewear benefits for over two years, since I didn't have the right association with a quality sunglasses manufacturer. But with the addition of Flying Fisherman® to our total media programming, we'll be informing the public of their top quality products that offer excellent value to anglers everywhere, and are confident the brand will continue to grow as a leader in the fishing eyewear market."

"We're very pleased to be associated with Roland Martin Productions," said Pat Sheldon, Flying Fisherman® founder and President. "Roland is an icon for TV fisherman everywhere, and a great communicator with an affable approach that invites viewers into each episode as if they were standing right there on camera with him. It's a big win for Flying Fisherman®."

Roland Martin's bio and photo are attached for more detailed information.

Flying Fisherman® offers a range of polarized eyewear and angler accessories sold by a network of dealers in over 50 countries. More information on Flying Fisherman®, including testimonials, and a dealer locator are available www.flyingfisherman.com.

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