



For Release

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Contact: Linda Sheldon – Vice President

Linda@flyingfisherman.com

800.335.9347 / 305.852.8989

Flying Fisherman® Appoints Jandi Trading as South African Distributor
Distributor Supplies Specialized Fly Shops and General Tackle Dealers Since 1996

Islamorada, Florida Keys – December 2010. Reaching out from the Florida Keys to fishing markets world wide, the Flying Fisherman® sales team is dedicated to opening new international territories for its quality, affordable polarized eyewear and angler accessories. “In today's global market, we're seeing more and more demand for our products from all over the world”, said Flying Fisherman® VP, Linda Sheldon. “and the addition of Jandi Trading to our distribution network will make our products accessible to anglers in South Africa.”

Jandi Trading was established by John Geils nearly 15 years ago in Durban North, South Africa, and their coverage includes Namibia, Botswana, Seychelles and Kenya. They are also exclusive distributors of St. Croix Rods, Rio Products, Loon Outdoors, Chota, Merco-Rite and more. “We're excited to be adding the Flying Fisherman® range of sunglasses. We believe they are a quality line that offers a wide variety for all types of anglers and will compliment our range of tackle we are able to offer our dealers.” said John Geils.

Jandi Trading contact info:

Phone: 2731-654-7368

Fax: 2731-564-7494

JANDI@NETACTIVE.CO.ZA

WWW.JANDITRADING.COM

Flying Fisherman® products, along with testimonials, dealer locator and more are available for review at www.flyingfisherman.com.

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