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Marketing Director

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- **Grand Opening Announcement**
- **Custom, hand-tied dry flies**
- **Exciting fishing videos using these extraordinary flies**



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Introducing: Dry Fly Innovations

Dear Fly Fishing Enthusiasts

My name is Geoff Brumley and I am the marketing director for a new internet-based fly fishing company called Dry Fly Innovations (DFI). We are a family-owned business located in Meridian Idaho, that ties custom dry flies and produces exciting fishing videos.

Our passion for fly fishing spans over more than half a century and the love for fooling a big trout has now evolved into a dynamite new business. We specialize in American-made, hand-crafted flies that have proven to catch big fish in all western states year around. We will be open to the public on April 1, 2009.

The president of Dry Fly Innovations is Nate Brumley, an Idaho native, who has fished up and down the western states for

over 40 years. Nate brings a dimension to the fly fishing world that has never been seen with his uniquely designed patterns. With a biology background, Nate is constantly creating patterns that are authentic to the natural.



Our mission at Dry Fly Innovations is to improve the opportunity to catch big, illusive trout out of any river, stream, or high mountain lakes. Visit our website at www.dryflyinnovations.com for product catalog and video previews. We at Dry Fly Innovations would like to hear all of you say, **“There he is!”**

Your fellow Fly Fishing Enthusiast,

Geoff Brumley