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## PRESS RELEASE

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### Let's Build Up the War Chest—An Amazing 50% of Tie Sales Go to Help Bristol Bay!

December 10, 2009 (WASHINGTON, D.C.) – Sometimes you just need to throw on a tie. It could be a wedding, it could be a funeral. It could be that your wife insists for the occasion or you're one of the unlucky and are required to wear one to work (admittedly, depending on how you now look at things). March Brown Limited may best be known for globally proven travel fly fishing rods, but to add a little color to their product line and address all of these issues, they recently came out with 29 unique neckties of game fish and a classic fly used to catch them. These ties are sharp!

Will you please join others in support of the Sportsman's Alliance for Alaska by purchasing a King Salmon, Sockeye Salmon, Pink Salmon, Arctic Grayling, or Rainbow Trout necktie this week? These are the fish species which inhabit the pristine waters of Bristol Bay and March Brown is offering a unique sale for supporters to keep it that way. The regular price for one of these ties is \$65 but you can enjoy an immediate sale price of only \$49.99! Most importantly, March Brown will return an amazing 50% of total sales to the Sportsman's Alliance for Alaska. Help us raise money for this worthy cause. All orders must be placed by midnight on 16 December 2009 to arrive by Christmas. You'll also enjoy free shipping. To order, simply visit: [www.marchbrown.com/fly-rods](http://www.marchbrown.com/fly-rods) and enter promotional code: BRISTOLBAY upon checkout.

March Brown really studied what makes a great tie great; asking for example, what makes an Armani tie so renowned aside from its name? After this research, every conceivable way to make the best tie possible was undertaken. They took no shortcuts in production to produce a tie that wears well and is built for you to last. They are 100% silk and come packaged inside a cedar wooden box (that's free). Consequently, these ties are ready to wrap and present very nicely as gifts. The box itself is even a work of fine craftsmanship— its fire branded with the logo, has special hinges recessed into the wood, and a magnetic closure. You can use the box for stuff too; I'm using one to store business cards on my desk. To pick the first 29 patterns they examined research of the top fish pursued by anglers (the US Fish and Wildlife National Survey among others) and talked to lots of guides and anglers. The color pallet was thoroughly tested and refined over multiple iterations of samples and market surveys within a development process that lasted more than a year. So go ahead and pick your favorite fish of Bristol Bay, every one of these tie patterns is coordinated and sharp and guaranteed to invoke envy among angling coworkers and friends.

Let's face it, you're going to have to wear a tie at some point if you're not wearing one already. So why not make it a classic fish tie? And why not help Bristol Bay build its war chest to keep the salmon, grayling, and trout fishing the way it should be? Thank you very much for your help getting the word out about this promotion and your ongoing support of the Sportsman's Alliance for Alaska.

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