

Douglas Outdoors

315-695-2000

43 County Rt. 57

Phoenix, NY 13135

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FOR IMMEDIATE RELEASE

EVERY FISH IS A BIG FISH



The new Upstream Fly Rod range from Douglas Outdoors brings four unique, ultra-lite rods to the river. Each rod is designed to have a minimum, but high function approach to bush and upcountry fishing environments. The challenge of both close-casting and line control as well as casting your line with authority is a balance that Upstream strikes with ease.

Each of these standard-modulus graphite blanks are finished with a cork cap, ring reel seats and a natural Tonkin bamboo color with clear wraps.

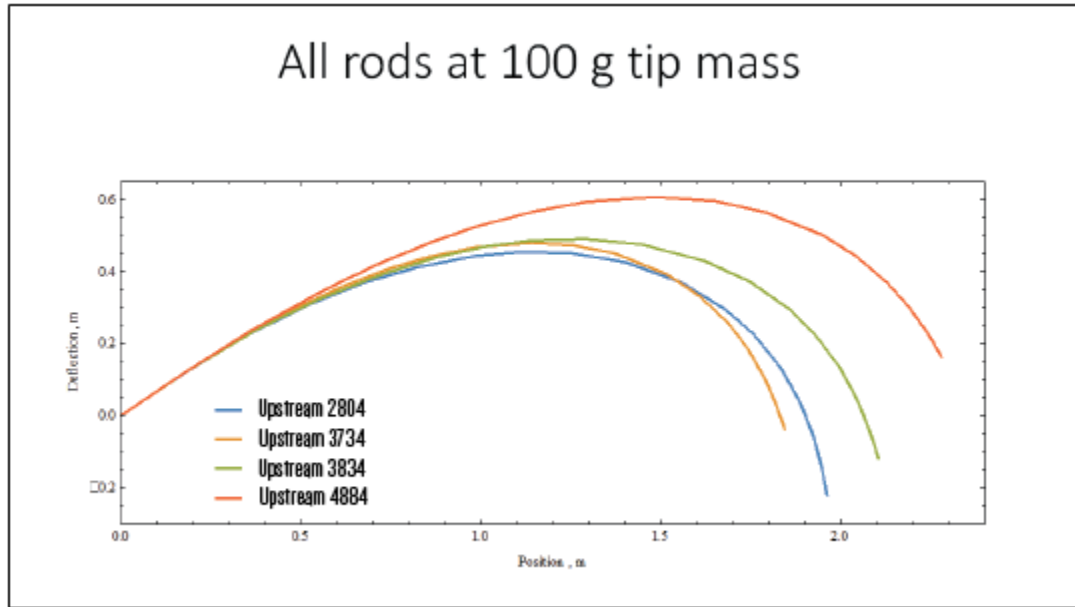
A lightweight 1 5/8" brushed aluminum rod tube and sock are included with each rod.

Pick up a Douglas Upstream Fly Rod and you will want to get on the water and try this new approach to traditional light line angling!

ITEM	ROD	LENGTH	LINE	PIECE	WEIGHT	MSRP
21000	Upstream 2804	7' 3"	#3	4	1.3 oz	\$350.00
21001	Upstream 3734	8'	#2	4	1.5 oz	\$350.00
21002	Upstream 3834	8' 3"	#3	4	1.3 oz	\$350.00
21003	Upstream 4884	8' 8"	#4	4	1.6 oz	\$350.00

For more information on the Douglas Upstream Fly Rod, and to view all four sizes and specs, visit www.douglasoutdoors.com/upstream

To find a Douglas Outdoors dealer near you, visit www.douglasoutdoors.com/dealer-locator



Please contact Jim Murphy, President of Douglas Outdoors or John Boyle, Vice President of Sales if you require more information. They can be reached at 315-695-2000 or jmurphy@douglasoutdoors.com or jboyle@douglasoutdoors.com, respectively.