

Reel in a Cure
Limited Edition CLA Reels
Available April 20, 2006



Susie Hauck

Susie Hauck Remembered -

Ross Reels to Donate \$5,000 to the Susan G. Komen Breast Cancer Foundation

Ross Hauck's wife Susie had a love affair with life and a true appreciation for each day having battled breast cancer for nearly nine years. In 2002 she lost her fight, but the Ross Reels' family carries on her mission of helping to find a cure for breast cancer.

In honor of Susie's unbelievable spirit and passion for life, Ross Reels continues to produce limited edition series under the "Reel in a Cure" name to help support the Susan G. Komen Breast Cancer Foundation in their fight to eradicate breast cancer as a life threatening disease. This year's product is a limited edition series of 200 pink CLA reels that are individually numbered and custom engraved with the Komen ribbon and the words "Reel in a Cure".

For the first year, we will be making this series available in a number of different sizes.

Ross Reels will donate \$5,000 to the Susan G. Komen Breast Cancer Foundation from the sale of this series. Additionally, individual reels will be donated to the International Women Flyfishers, The Pink Tie Affair (a fundraiser for the Komen Foundation), Casting for Recovery and Reel Recovery to help raise money for these terrific organizations.

Breast cancer is a disease that has touched every person in some way and Ross Reels is committed to doing their part to raise awareness and help find a cure.

This limited edition series will be available through select Authorized Ross dealers. Quantities are limited, so make sure to contact your local dealer today. As with all Ross limited edition series, these reels are certain to become collectors' items.

For additional information, please contact the Ross factory at (970) 249-1212 or on the web at <http://www.rossreels.com>.

Availability Date

April 20, 2006

Available Sizes and Quantities

CLA #1.5 (50 reels), #2 (50 reels), #3 (50 reels), #4 (50 reels)

