



## **For Immediate Release**

April 2, 2018

### **TFO Announces Partnership with Outtech, Inc.**

Temple Fork Outfitters is pleased to announce that it has signed Outtech, Inc. as its national sales agency for conventional fishing products. Effective June 1<sup>st</sup>, Outtech will begin promoting and representing TFO's conventional line of fishing rods across all sales channels. This new partnership is a strategic initiative designed to significantly expand the sale and brand awareness of TFO's conventional product line.

"The breadth and depth of the Outtech team is unsurpassed in the outdoor space. They bring a proven sales leadership advantage to TFO that made them the logical choice as we work toward achieving our business goals. As we've grown beyond our roots in the fly fishing industry, it has become imperative to find a sales team on the conventional side of the business that is capable of executing across our mix of great independent deals, distributors, and national box stores. We're committed to conducting business with honesty and integrity, and always with the success of TFO dealers first and foremost in our minds; Outtech's guiding principles are the same and we're confident that this new partnership will demonstrate these shared core values," said Frank-Paul King, President of Temple Fork Outfitters.

"Outtech is proud to announce its alliance with Temple Fork Outfitters and the opportunity to support its growth in the conventional fishing segment of the industry. Outtech is focused on expanding its representation of quality fishing brands and TFO is the perfect partner with whom to make a significant impact; their incredible rods and brand make TFO an outstanding fit for the Outtech team," said Jay Scholes, President of Outtech.



About Outtech, Inc.: Established in 1989, Outtech, Inc. is one of the largest sales and marketing organizations in the outdoor industry. With more than 25 years of experience, Outtech is dedicated to providing sales representation to some of the leading brands in the outdoors and is built on a team of over 80 industry specialists spread across multiple divisions focused on all sales channels. For more information, please visit: [www.outtech-online.com](http://www.outtech-online.com)

About Temple Fork Outfitters (TFO): TFO assembled the world's most accomplished, crafty anglers to design a complete line of fishing rods priced to bring more anglers into the sport. Because we believe that anyone who has the fishing bug as bad as we do deserves the highest performance equipment available to take their game to the next level. And in our experience, when we get people connecting with fish, they connect with nature. And they join us in our mission of keeping our rivers, streams, lakes and oceans in good shape for the next generation. There's a new breed of anglers out there. They're smart. They're passionate. They're socially conscious. And they're fishing Temple Fork. For more information, please visit: [www.tforods.com](http://www.tforods.com)

Temple Fork Outfitters

Dallas, TX 75247

[twitter.com/tforods](https://twitter.com/tforods)

[facebook.com/templeforkoutfitters](https://facebook.com/templeforkoutfitters)

[instagram.com/templeforkoutfitters](https://instagram.com/templeforkoutfitters)