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New for 2008: Redington Continues Commitment to Performance Apparel & Value to Customer

BAINBRIDGE ISLAND, WA – Redington Tackle and Apparel has an angle for the fishing industry. Continuing with their 2007 focus on the technical clothing aspect of fishing apparel, the company has kept with their commitment to performance apparel by introducing new technical clothing to their 2008 line.

Performance knits offer much more to modern anglers than a basic woven vented fishing shirt. These new knits from Redington are high-wick, quick drying and UPF 30+. These shirts were truly designed for the modern angler. Mark Andresen, Redington Sales Manager remarks, “To us, it’s about refining the needs of our end users and educating customers about the benefits of cutting-edge fabric technology. Our mission has always been to bring the latest styles and fabrication to our customers, while offering surprising value.” Redington’s performance knits incorporate high-wick, super quick-dry fabrication and offer at least UPF 30+ sun protection.

“We have heard that many, many skiff guides in Southern Florida, the Gulf Coast and up the Eastern Shore have moved to our long sleeve knits, “ says Karen Curry, marketing and sales assistant for Redington. “It has been great to hear that when people get into the shirts, they are pleased with the construction, fit and features.”

Redington’s performance knit offering includes:

Wild Fly II Crew – Redington’s Wild Fly Crew is enormously popular. So when it came time to update the piece, few adjustments were needed. The Wild Fly II Crewneck is constructed from 100% 165g Dri-block™ poly-mesh knit. UPF 30+ fabrication and a small standup neckline offer superb sun protection to the angler. High-wick, ultra quick drying performance plus a utilitarian mesh chest pocket make the Wild Fly II Crew one of the most versatile new items in Redington’s lineup. Three colors: White, Sage, & Starboard. SRP: \$35

Campbell River II Tee – Made from 100% 125g Dri-block™ polyester mesh knit, the Campbell River tee is sure to find its way into every modern angler’s wardrobe. New for 2008, the Campbell River II Tee comes in a long sleeve and short sleeve version, in four great colors. The 2007 version of the shirt was tweaked slightly to offer anglers lightweight, high wick, quick dry shirts with more versatile styling in a comfortable, relaxed fit. The shirt now features a tagless collar and an embroidered fly on the nape. Versatile styling translates well on and off the water making the Campbell River II tees perfect for layering or fantastic on its own. Four colors: Sage, Marine, Bone, Limon. Long Sleeve, SRP: \$30, Short Sleeve, SRP: \$25.



Bainbridge Island, WA