

NEWS RELEASE

SUBJECT: Flambeau Introduces Masters Series™ Boss Buck™ Whitetail Deer Decoy

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• FLAMBEAU EUROPLAST – RAMSGATE, UNITED KINGDOM



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FOR IMMEDIATE RELEASE

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THE BUCK STOPS HERE !!!!!

Flambeau® Outdoors Introduces Masters Series™ Boss Buck™ Whitetail Deer Decoy *The Preferred Decoy of Trophy Whitetail Hunters*



Click image for larger view



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Flambeau Outdoors™ is proud to announce a partnership with renowned, award winning, wildlife sculptor C.W. (Chris) Schiller to create the newest addition to the Masters Series™ Decoy Family – the Masters Series Boss Buck™ Whitetail (model 5965MS). The amazing realism created in this custom whitetail buck sculpture is based on Chris' relentless pursuit to create life-like representations Chris learned in advanced art training, as well as countless hours he has spent in the field as a passionate hunter. The custom 8 point, 120 class buck sculpture, created exclusively for Flambeau, was directly cast to produce the molds necessary to create Flambeau Outdoors' Masters Series Boss Buck Decoy.

Flambeau Outdoors' Masters Series Boss Buck Decoy is not only the most realistic looking deer decoy ever created, it features advancements never previously available in large animal decoys.



Click image for larger view

All (4) legs feature a new, twist-locking system that yields unsurpassed stability with quick and easy field assembly. In addition, the Masters Series Boss Buck was created with mobility in mind. The legs, head, and antlers all fit conveniently inside the body cavity which can be thrown over the shoulder using the comfortable shoulder strap provided for hands-free transport. Each decoy includes realistic, removable antlers.

The use of decoys in Whitetail Deer hunting has been increasing every year since the introduction of Flambeau's Redi-Doe™, the first deer decoy on the market. Flambeau's newest deer decoy really performs in the field. The Masters Series Boss Buck Decoy rear legs are designed to hold readily available scent pads located near the tarsal glands, and the front legs are designed to accept the M.A.D.® Invisi-Growl™ and the *Lehman*® Invisi-Buck® Electronic Deer Calls.

Flambeau Outdoors' Masters Series Boss Buck Decoy is the most realistic deer decoy available on the market today.

M.A.D.®, *Lehman*®, Kenco® Game Feeders, and Featherflex® are brands owned by Flambeau, Inc. Flambeau Outdoors' brands now include gear for every species and season. For more information on Flambeau Outdoors products, please visit www.flambeauoutdoors.com, call: 800-457-5252, or e-mail: outdoors@flambeauoutdoors.com. Flambeau Outdoors products are carried by knowledgeable hunting and fishing stores worldwide – locate the one close to you.

Flambeau Outdoors, a division of Flambeau, Inc., is the most widely recognized manufacturer of quality, innovative outdoor products for the hunting and fishing enthusiast. Flambeau, Inc. is a member of the Nordic Group of Companies. The Nordic Group (headquartered in Baraboo, Wisconsin) consists of 18 service and manufacturing facilities and 26 marketing units around the world. Nordic Group is privately (family) owned with over 2,400 associates. Nordic Group manufactures and distributes plastic and transportation products worldwide for industrial, commercial and consumer markets. For more information or catalog, write Nordic Group of Companies, 414 Broadway, Baraboo, WI 53913 USA, visit www.nordicgroup.com, fax: 608-356-5773 or e-mail: info@nordicgroup.com.

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