

# NEWS RELEASE

**SUBJECT:** Flambeau Introduces M.A.D.® Heat Bleat™  
Whitetail Deer Call

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**FOR IMMEDIATE RELEASE**

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## Kick the Can with M.A.D.'s New Heat Bleat™ Whitetail Deer Call



**M.A.D.® Heat Bleat™**  
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Fresh off of the resounding success of the 2006 introduction of the M.A.D.® Buck Growl®, the first new deer vocalization in decades, M.A.D. now introduces the M.A.D. Heat Bleat (Model MD-516) to whitetail deer hunters. M.A.D.'s Heat Bleat is easy to blow and produces volume not possible in fixed volume bleat calls. Designed and tuned by the experts at MAD, the Heat Bleat exactly reproduces the sounds of an estrus doe.

The Heat Bleat is shipped with a lanyard and a 25 minute instructional DVD produced by Drury Outdoors™ - featuring world calling champion and professional hunter Mark Drury. This exciting DVD is a great value as it not only teaches calling techniques unique to the Heat Bleat, but also features amazing footage of the Heat Bleat in action last fall.



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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](http://www.flambeauoutdoors.com), call: 800-457-5252, or e-mail: [outdoors@flambeauoutdoors.com](mailto:outdoors@flambeauoutdoors.com). Flambeau Outdoors products are carried by knowledgeable hunting and fishing stores worldwide – locate the one close to you.

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