



## **Flambeau Outdoors**

a division of Flambeau, Inc.

15981 Valplast Road  
Middlefield, OH 44062 U.S.A.  
440-632-1631  
Fax: 440-632-1581  
www.flambeauoutdoors.com

## **NEWS RELEASE**

### **SUBJECT: Flambeau's MAD® Brand Releases New Hyper Growl Deer Call**

*A division of Flambeau, Inc. - Baraboo, WI • Columbus, IN • Madison, GA • Middlefield, OH • Redlands, CA • Weldon, NC  
INTERNATIONAL: Plasticos Flambeau, Saltillo, Coahuila, Mexico • Flambeau Europlast, Ramsgate, Kent, United Kingdom*

## **FOR IMMEDIATE RELEASE**

### **CONTACT FOR FURTHER INFORMATION:**

Zack Rednour, Field Sales Manager, Flambeau Outdoors  
440-632-1631 Ext. 248 • E-mail: [zrednour@flambeau.com](mailto:zrednour@flambeau.com)

### **Flambeau's MAD® Brand Releases New Hyper Growl Deer Call** *The Last Call You May Ever Need*



**MAD MD-515H  
Hyper Growl Deer Call**

*Available Summer, 2011* - "Be a MAD Man" guides our thinking at MAD. This simple statement draws together the passion, the energy, the excitement, and the desire to not just hunt but to dominate the woods and fields. For the past 4 years, one deer call has defined hunting success- MAD's Buck Growl. Mark Drury discovered this new deer vocalization in 2006 and MAD turned this discovery in to the hottest and most successful deer call in 20 years. While others copied it- they have done just that- copy the ORIGINAL.



**MAD MD-515H  
Hyper Growl Deer Call Internals**

**MAD**<sup>®</sup>  
**BE A MAD MAN**

MAD's new patent pending Hyper Growl makes the next new step in deer call innovation by emulating the actual way that deer produce sound. The addition of a "Hyper Ventilator Tube" to the air passage-way, simulating a deer's nasal passage or nostrils, creates the most realistic deer sounds ever recorded and a reed system that cannot be locked up with as much air flow as you can give it. The integrated system even allows the hunter to place his hand over the end of the main air flow to create perfect snort-wheezes through the Hyper Ventilator Tube without removing air supply from the call. This deadly combination allows the hunter to reach out and grab that monster buck with the loudest, most realistic calling sequences ever achieved.

By studying the anatomy of whitetail deer, MAD engineers incorporated the nasal/vocal equivalency of the deer in to this patent pending call. The actual nasal chamber whitetails use to create their snort and wheeze vocalizations is assimilated, as well as deep guttural grunts and growls. Not only are the Grunt and Snort Wheeze components connected externally, they also internally share the same air flow. Either or both passages of the Hyper Growl's Hyper Ventilator Tube (nasal cavity) can be plugged with the caller's hand to add tone inflections by altering the air flow, producing Growls and / or Snort Wheeze sounds in seconds. The call can also be operated without any manipulation for superior volume on windy, blustery days. Despite all this technology, this call still produces the old reliable tending grunts and pops so popular in MAD deer calls.

Field proven for two seasons, the MAD Hyper Growl call comes complete with a lanyard and instructional DVD featuring Mark Drury and special guest inventor Jason Nolz. Available at sporting good retailers across the country in summer 2011. MSRP: \$27.99. MAD - Be a MAD Man!

For more information on Flambeau's new MAD Hyper Growl Deer Call and other 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). At Flambeau outdoors, we believe in the highest customer service and would be happy to assist you in any way. 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, Ltd. The Nordic Group (headquartered in Baraboo, Wisconsin) is a privately (family) owned holding/management company consisting of subsidiaries with 18 service and manufacturing facilities, and 26 marketing units around the world with over 2,400 associates. Nordic Group companies manufacture and distribute plastic, seating and transportation products worldwide for industrial, commercial and consumer markets. For more information or catalog, write Nordic Group of Companies, Ltd., 414 Broadway, Suite 200, Baraboo, WI 53913 U.S.A., visit [www.nordicgroup.com](http://www.nordicgroup.com), fax: 608-356-5773 or e-mail: [info@nordicgroup.com](mailto:info@nordicgroup.com).

##END##

---

For hi-resolution images, please contact Sonja Stauffacher at 608-356-0136 or [sstauffacher@nordicgroup.com](mailto:sstauffacher@nordicgroup.com)

---