

# NEWS RELEASE

**SUBJECT: Flambeau® Partners with Minaska Outdoors™**

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**FOR IMMEDIATE RELEASE**

**CONTACT FOR FURTHER INFORMATION:**

Zack Rednour, Marketing Coordinator, Flambeau Outdoors  
800-457-5252 Ext. 248 • E-mail: [zrednour@flambeau.com](mailto:zrednour@flambeau.com)

Or Tad Brown, Public Relations, Flambeau Outdoors  
417-722-4487 • E-mail: [info@flambeauhardware.com](mailto:info@flambeauhardware.com)

**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](http://www.flambeauoutdoors.com)

**Flambeau® Partners with Minaska Outdoors™**

*Minaska Outdoors going MAD® with Electronic Predator Calls*

Flambeau, Inc., parent company of Flambeau Outdoors™, is excited to announce the launch of its popular MAD® Brand to the electronic predator call market through an exclusive partnership with Minaska Outdoors, Inc. located in Lincoln, Nebraska.

**MAD**  
BE A MAD MAN



**Minaska Ultimate One™**  
*Click images for larger view*

“Minaska Outdoors has developed a phenomenal following with consumers in the predator hunting market. This is due to the high quality of their electronic calls manufactured here in the United States, as well as the advanced technology they have developed through research and design”, states Tad Brown, Flambeau’s Manager of PR and Product Development.

Minaska’s current product line will be manufactured by Flambeau in the United States and marketed under the popular MAD Brand. Under the terms of this partnership agreement, Flambeau will take on all manufacturing, sales, and marketing of products which will be sold along side its wide range of decoys, game calls, and accessories marketed under the Flambeau Outdoors, Big River®, Lohman®, Featherflex®, Kenco®, and MAD brands.

“While the MAD Brand is hot in the deer and turkey markets, we are excited to jump in to the growing predator market with this unique line of electronic predator calls and even more excited about our new development capability”, notes Mark Drury, MAD’s founder, professional hunter, and a member of Flambeau’s product development and public relations team.

MAD will immediately begin production of (4) calls labeled the Minaska Ultimate One™, the Minaska Big Country™, the Minaska M-1 Complete™, and the Minaska M-1 Basic™. These new MAD predator calls deliver clarity and volume not achieved by current products in the market. They feature a truly unique 400 yard remote control, and FREE, LIFETIME SOUND LIBRARY to the original owner (on all models except the Minaska M-1 Basic) that is continually populated with new sounds available at [www.madgamecalls.com](http://www.madgamecalls.com).

“This partnership allows our products to be marketed and sold to the wide network of MAD customers and further allows Minaska to concentrate on developing new MAD products, as well as further develop our already extensive sound library”, says Steve Borland, Minaska’s co-founder. “We were looking for a partner to drive our long term development plans and we are very excited to be involved with the launch of MAD to the predator hunting market.”

M.A.D.®, Lohman®, Big River™, 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). 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, or you may purchase these products on the [flambeauoutdoors.com](http://flambeauoutdoors.com) website.

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](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)

**Nordic Group of Companies, Ltd.**

414 Broadway, Suite 200 • Baraboo, WI 53913 • U.S.A. • 608-356-0136 • Fax: 608-356-5773 • [www.nordicgroup.com](http://www.nordicgroup.com)

If you would prefer not to receive announcements about Seats Incorporated in the future, please contact Sonja Stauffacher at 608-356-0136 or [sstauffacher@nordicgroup.com](mailto:sstauffacher@nordicgroup.com).