

PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

Contact: Christeen Isgro
201-336-1866 - email: Christeen@ruggedshark.com

FOR IMMEDIATE RELEASE

Rugged Shark Continues their partnership with Bradley Roy

Rugged Shark is proud to continue their sponsorship with tournament bass fishing prodigy Bradley Roy, the youngest angler to have entered the professional ranks of the Bassmaster Elite Tournament Series and earned the title of Rookie of the Year!

“Rugged Shark makes a great product and they are an awesome brand. I am excited to continue my partnership and endorsement of the Rugged Shark brand. The shoes and the brand have an edge to them and I like that.” said Bradley Roy.

Hailing from Lancaster, Bradley started tournament bass fishing as a youngster by partnering with his father in adult buddy tournaments. He is the first angler to come up through the Bassmaster Junior Tournament Series to qualify to fish in the professional ranks and at 19 years of age the youngest person to ever qualify to fish the Bassmaster Elite Series.

“Bradley has been on the Rugged Shark Pro Team for a couple of years now” says Mike Wilkes VP National Sales Manager for Rugged Shark “and we’re proud to be associated with him.” “He wears some of the younger styles in the Rugged Shark line; even these are built with the iconic Rugged Shark features such as Phylon mid-sole that provide lightweight, all day comfort, cushioned foot beds and non-slip non-mark rubber outsoles. Anglers of all ages relate to Bradley but it’s very special to see kids lined up at trade shows and exhibitions to see Bradley fish and have their pictures taken with him. We’re pleased to continue our relationship with a fine young man and talented angler.”

In 2011, Bradley finished 3rd place in the final Elite Series. He looks to build on this success for the 2012 season. His personality, performance and humble approach have made him popular with fans and sponsors alike and Rugged Shark is pleased to have him on the team.

Bradley Roy will be attending the Bassmaster Classic Outdoors Expo in Shreveport, Louisiana from February 24 through 26, 2012 and will be making personal appearances at the Rugged Shark booth during the show. If you are attending the Classic make it a point to stop by Booth #303 for a meet and greet and while you’re there check out the latest in aggressive footwear for serious anglers by Rugged Shark.

About Rugged Shark, LLC

Parent company SG Footwear brings over 100-years of experience and stability to the Rugged Shark Brand. It was established in 1896 and is one of the world's largest designers, producers and marketers of athletic, casual and seasonal footwear and is also the parent company of SGI Apparel Group.

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Rugged Shark, LLC

Three University Plaza, Suite 400
Hackensack, NJ 07601
201-342-1200 / www.ruggedshark.com