

## PRESS RELEASE FROM



RUGGED SHARK® An SG Footwear Company

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FOR IMMEDIATE RELEASE

### **Bassmaster Rookie of the Year to Join Rugged Shark Pro Team**

Rugged Shark is proud to announce the signing of tournament bass fishing prodigy Bradley Roy, the youngest angler to enter the professional ranks of the Bassmaster Elite Tournament Series and the 2010 Rookie of the Year!

“Becoming part of the Rugged Shark team alongside Bill Dance is an honor for me,” Bradley said. “Being from Kentucky, I was always a basketball shoe guy until I started wearing Rugged Shark last year. I’ve found these shoes to be every bit as comfortable and stylish and certainly much more suited to being in a boat all day.”

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 is a level headed young man and quite a role model as he balances his professional bass fishing career with college,” said Mike Wilkes, Rugged Shark VP of sales. “We are very excited to have him join Bill Dance and a growing list of professional anglers and captains representing the Rugged Shark outdoor footwear and apparel brand in the coming year.”

In 2010, his first year in the Elite Series, he competed in 8 bass tournaments, finished in the money in five and earned close to \$50,000 in winnings competing against pros with decades of experience. 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 Expo in New Orleans from February 18 through 20, 2011 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 #1061 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**

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