



Buff, Inc. Announces 2016 Angling Ambassadors

Santa Rosa, California – Buff Inc., the leader of sun protective headwear and accessories for anglers, today announced its sponsored anglers for 2016. The eight ambassadors on the Buff, Inc. roster represent a variety of elite anglers from well-known television personalities to Bassmaster pros.

"UV BUFF® headwear has become essential gear for anglers thanks in large part to ambassadors who use our products on the water every day for head and neck protection," said Shirley Choi Brunetti, VP and General Manager, Buff, Inc. "This year we've lined up a diverse all-star team of pros who will expose a new generation of anglers to the importance of on-the-water sun protection and the benefits of BUFF® multifunctional headwear."

Bass

Pro Anglers Brandon Card and Ott DeFoe

Competing at the highest level in all of fishing, both anglers fished in the 2016 Bassmaster Classic and are currently touring in the Bassmaster Elite Series.

"A few years ago, I really began to notice the importance of covering my skin while fishing," said DeFoe. "It seemed sun screen just wasn't enough, especially on my hands. There was one brand that had all the products I needed to keep myself protected from the elements and that is Buff!"

Brandon Card – www.brandoncardfishing.com

Ott DeFoe – www.ottdefoe.com

Cabela's Collegiate Bass Fishing Series

The largest participatory collegiate tournament circuit in the country. Educating younger anglers about sun protection as well as comfort on the water is the forefront of this sponsorship.

www.collegiatebasschampionship.com

"Sweetwater Fishing" TV

Sweetwater TV showcases the fishing adventures of two friends, Miles "Sonar" Burghoff and Joey Nania, as they travel to the most exciting fishing destinations and share their knowledge of different techniques and strategies with each other and the audience.

<http://sweetwaterfishingtv.com>

Fly Fishing

Fly Rod Chronicles with Curtis Fleming

"Fly Rod Chronicles", now in its 12th season, is a national award-winning show featuring host Curtis Fleming. It is "reality fly fishing" at its best, and airs on The Outdoor Channel.

<http://flyrodchronicles.tv>

Conway Bowman

Television host, author and west coast fly fishing guide, Bowman fishes in some the most extreme environments.

"I fish in some very harsh elements, from the intense sun and heat of Christmas Island in the Pacific Ocean, to the extreme cold and wind of Terra del Fuego, Chile," said Bowman. "BUFF® products keeps me covered up and safe from nature's extreme conditions. I don't hit the water without my BUFF® gear."

<http://www.conwaybowman.com>

Offshore

"Saltwater Experience" TV

In its 11th season airing on NBC Sports and the Sportsman Channel, the show features Capt. Tom Rowland and Capt. Rich Tudor. The duo share their knowledge of inshore and offshore saltwater fishing in a fun and educational format.

<http://www.saltwaterexperience.com>

"The Extreme Kayak Fishing Challenge"

Featuring Jim Sammons, the show appears on NBC Sports and follows Jim as he travels the world in search of trophy gamefish all caught from his kayak.

<http://www.kayakfishingshow.com>

Each of these professional anglers will represent the BUFF® brand as authentic ambassadors sharing their passion for fishing and the importance of the right gear to make every day on the water safe and more enjoyable.

To learn more about the athletes and ambassadors Buff, Inc. sponsors visit buffusa.com/life.

ABOUT BUFF®

Founded in 1992, BUFF® is the original multifunctional headwear brand, having premiered and innovated the tubular headwear category. Partnering with superior manufacturers of raw materials and incorporating state-of-the-art fabric technologies such as COOLMAX®, Polygeine®, Polartec® and 100 percent merino wool, BUFF® has built a world-renowned lifestyle brand recognized by athletes and outdoor enthusiasts for its quality, craftsmanship, and customizable design and style options. BUFF® products are sold in more than 70 countries across the globe and top outdoor sporting retailers across the U.S. Original Buff, S.A. is headquartered in Spain and its subsidiary, Buff, Inc, is located in Santa Rosa, California. To learn more about BUFF® products, to shop online or to locate a dealer, visit buffusa.com.

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