

KRCR TV 7R devoted extensive coverage on it's April 29th 11pm newscast.
KHSL TV 12 made this their lead story on "Business Beat" May 4th at 6:30pm.

AWWWsome Net Services

833 Mistletoe Lane, Suite A1
Redding, CA 96002

The World's Most Complete Fly Fishing Catalog is Now on the World Wide Web!

The thousands of fishing products available in the very popular The Fly Shop print catalog can now be viewed - drooled over - and ordered online!

For Immediate Release

April 30, 1998

**Contact: Mike Saccomano or Don Rowlett
530.226.9322**

Redding, CA - Over the years The Fly Shop Catalog has evolved into a full color, superbly designed 'reference manual' of the most popular, most desirable fly fishing products available world-wide. Coveted by fishing enthusiasts everywhere, this year's 20th Anniversary edition - all 111 glossy, full-color pages - includes just about every product, service or trip that anyone could desire. And now every one of the thousands of items in the product portion of the catalog are available on-line. Carefully reproduced so nothing was lost in the translation to the web, this product section alone encompasses over 120 web 'pages', over a thousand graphics, and upwards of 84 *million* bytes of web server space.

Mike Michelak, Fly Shop owner and the creative force behind the print catalog, is justifiably very enthused about the on-line version. "Our new online catalog contains all the products found in our print catalog, but in an easy-to-use, interactive format! Using state-of-the-art technology, it is a SAFE and easy way for fly fishers to view and purchase great fly fishing products seven days a week, 24 hours a day. Placing an order online can be accomplished with just a few keystrokes, utilizing the highest level of online security allowed by the U.S. Government to protect their valuable data."

Although the catalog has only been on-line a few weeks, unsolicited reviews have been pouring in:

"*Nice* online catalog! Best I've seen." - Jon Henderson / San Jose, CA

"Great site! Thank you for making it simple to grab those things you think about at the bench but seem to elude you at the fly shop." - Bill Hibbish / Duvall, WA

"By the way, you have done a great job with the site and catalogue." - Dann Hovey / Danville, CA

"I think this fly shop [catalog] works really well. Bye now!" - Soren Dybmose / Stege, Denmark

"Obviously, we're very enthused about how our clients have taken to our new offering. And AWWWsome's ability to transfer the essence of our print catalog to the Internet" stated Mike Michelak. "The products section being such an immediate success, we're already discussing the addition of our full travel section to the on-line catalog"

AWWWsome Net Services, home of the popular Virtual Redding on-line business directory, provides high-performance Internet Access, Internet Development Services and Web Page Hosting to North State Businesses and Professionals through it's state-of-the-art facilities at 833 Mistletoe Lane in Redding California. AWWWsome can be reached by phone at 530.226.9322, and on the Internet at <http://www.awwwsome.com/>.

Notes to Editors:

Mike Michelak, Owner of The Fly Shop, can be reached at 530.222.3555 or 800.669.FISH and by e-mail at "info@theflyshop.com".

Mike Saccomano and Don Rowlett can be reached at 530.226.9322 and by e-mail at "mike@awwwsome.com" and "don@awwwsome.com", respectively.

The Fly Shop Web Site is located at <http://www.theflyshop.com>, and the catalog can be reached from that site, or directly at "<http://www.theflyshop.com/catalog.htm>".

AWWWsome's on-line business directory is located at <http://www.awwwsome.com/redding>, and a calendar of local events at <http://www.awwwsome.com/calendar>.