



FishHer and ChickBait celebrate joint project

Companies target growing market for outdoors women

Booth 514 at ICAST, Las Vegas

ICAST -- LAS VEGAS – July 15 2008 – What do you get when two women with a passion for fishing get together and start talking? You might just get a stylish new lavender fishing rod and a matching pair of earrings made from real fishing lures.

The new combo is being introduced today at ICAST, the world's largest tradeshow for all things fishing. The set includes a beautiful, lightweight rod in "lucky lavender," sized for a woman's grip from FishHer, matched up with a pair of earrings made from real fishing gear by ChickBait. Shoppers can choose either purple or lime colored earrings to fit their mood and hopefully, charm the fish. The specially-priced combo will be available in November, just in time for the holiday season and can be purchased at www.fishher.com.

There was a time when women tagged along to the lake with the guys for a fun day of fishing. Today, women are a huge part of the growing fishing industry—from their involvement in the design of more female-friendly equipment to the very predictable trend of more fashionable fishing attire.

Riding the wave of this trend (pun intended) are companies started by women who want to turn their love for the outdoors into their living.

Angie Michaels and Amy Halm, founders of FishHer and ChickBait, respectively, are two of them. Both grew up fishing in the Midwest.

"I like to refer to FishHer as a women's outdoor lifestyle line – sporty, fun & functional. A brand that shows we are serious about fishing – but like to have fun too," said Michaels. "This specially designed rod and reel will feel good and look good. I want to see women getting out of their hand-me-down equipment and interested in having appropriate gear of their own."

FishHer and ChickBait collaborate on women's fishing fashion and equipment

Halm agrees. "With over 80 million people fishing today, fishing is the largest participant sport in America. It's cross generational and family oriented. Angie wanted to add earrings to match her line of rods and TackleTotes. We were able to customize ChickBait jewelry and give it a special packaging treatment to appeal to the female market. This gives girls and women a fun way to flaunt their love of the sport."

About FishHer

FishHer (www.FishHer.com), based in Omaha, NE, was founded by Angie Michaels in 2006. Michaels has a higher purpose in selling her fun fishing accessories: she wants to make fishing accessible to all women so they have the opportunity to enjoy the sport with family and friends. She does this through education, conservation, services and products.

About ChickBait

ChickBait® (www.ChickBait.com) was launched in 2006 and sells jewelry made from actual fishing gear. The jewelry is packaged by handicapped people who enjoy working with the colorful products. ChickBait's line of logo wear includes shirts, hats and baby items. "*It's not Tiffany's...but it's a lot of fun.*" ChickBait is headquartered in Phoenix.

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