

NEWS RELEASE

SUBJECT: Hammond Group Captures Tiger Awards from Flambeau Outdoors (a division of Flambeau, Inc. - Baraboo, WI; Redlands, CA; Weldon, NC; Madison, GA; Columbus, IN; Neosho, MO; and Middlefield, OH USA, Saltillo, Coahuila Mexico and Ramsgate, Kent United Kingdom)

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION



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Hammond Group Captures Tiger Awards from Flambeau Outdoors™

Flambeau Outdoors announces the Hammond Group (Palatine, IL) as the 2006 winner of the **Tiger Award** for *Sales Group of the Year*. The Flambeau Tiger Award recognizes outstanding performance and achievement in both the Hunting and Fishing categories within the Flambeau Outdoors brand.



Pictured (l to r) are Dwayne Pfenninger, National Sales & Marketing Manager for Flambeau Outdoors, W.R. Sauey, Chairman of Flambeau, Inc., Kenneth S. Hammond, President of Hammond Group, Jason Sauey, President of Flambeau, Inc. and Jeff Bush, Vice President of the Retail Markets Group, Flambeau, Inc.

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The Hammond Group, led by Ken Hammond, President, has received this distinguished award numerous times in the past, and has received this distinction for the past three years in a row. In 2006, The Hammond Group delivered significant sales increases from their Midwest Territory. Ken Hammond and his team exhibit a high level of professionalism and excellent follow-up which were key factors in their being selected for this award. “The Hammond Group has represented Flambeau for decades, and we are proud to have their fine organization associated with our Flambeau Outdoors’ brand,” stated Jeff Bush, Flambeau’s Vice President – Retail Markets Group.

The Hammond Group, again, scores a rare sweep of the Flambeau Outdoors' Tiger Award!

For more information on Flambeau Outdoors products, please visit www.flambeauoutdoors.com, call: 800-457-5252, or e-mail: outdoors@flambeau.outdoors.com. Flambeau Outdoors products are carried by knowledgeable hunting and fishing stores worldwide – locate the one close to you. If one is not located near you, you may buy online from www.flambeaustore.com.

Flambeau Outdoors, a division of Flambeau, Inc., is the most widely recognized manufacturer of quality, innovative outdoor products for the hunting and fishing enthusiast. Flambeau, Inc. is a member of the Nordic Group of Companies. The Nordic Group (headquartered in Baraboo, Wisconsin) consists of 18 service and manufacturing facilities and 26 marketing units around the world. Nordic Group is privately (family) owned with over 2,000 associates. Nordic Group manufactures and distributes plastic and transportation products worldwide for industrial, commercial and consumer markets. For more information or catalog, write Nordic Group of Companies, 414 Broadway, Baraboo, WI 53913 USA, visit www.nordicgroup.com, fax: 608-356-5773 or e-mail: info@nordicgroup.com.

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