



FOR IMMEDIATE RELEASE

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Foundation Outdoor Group Continues Focus on European Expansion

Rafael Llaneras Joins Organization to Lead Southern Europe Sales and Distribution Initiatives

Oviedo, FL, February 28, 2024 – In its continued European expansion efforts, Foundation Outdoor Group, the world’s largest supplier of rod building components, supplies, equipment, and instruction, announced the addition of Rafael “Rafa” Llaneras to the Foundation sales organization. In this new role, Mr. Llaneras will focus on growing sales and distribution in Southern Europe, including Italy, Portugal, and his home country of Spain.

"Rafa is a tremendous addition to the Foundation family" said Gary Benney, Vice President of Operations for Foundation’s European efforts. "He’s an industry veteran, already well versed in our product line. He is also an avid angler who knows the species and waters across the continent."

Rafael Llaneras resides on the Balearic Island of Majorca, Spain with his wife and two children. Having fished at the professional level for many years with an emphasis on big game species, he has won many tournaments, including the coveted Spanish Tuna Trolling Championship, and has helped pioneer slow pitch fishing in Spain. As a 10-year American Tackle Ambassador, Rafa brings a wealth of knowledge and experience to Foundation Outdoor Group.

“Growing our presence in Southern Europe is a key component to our larger expansion strategy” said Brook Oliva, Foundation’s President and COO. “We’re excited to have someone of Rafa’s caliber join our team. Under Gary’s leadership, I am sure that Rafa will make an immediate impact for Foundation.”

With the recent addition of its European headquarters in Halmstad, Sweden, Foundation Outdoor Group is well positioned to grow its presence across Europe and to meet customer demand for fishing rod components and tackle goods. For inquiries regarding Foundation Outdoor Group’s sales and distribution initiatives in Europe, contact gbenney@fogeurope.com.

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About Foundation Outdoor Group, Inc.

Foundation Outdoor Group, Inc, stands at the forefront of the fishing industry as the undisputed global leader in fishing rod and tackle crafting components, supplies, equipment, and instruction. With 15 international industry awards, and an extraordinary and diverse portfolio of renowned brands, including Mud Hole Custom Tackle, American Tackle, MHX, Custom Rod Builder (CRB), ProProducts, ThreadMaster, and FishHawk, Foundation Outdoor Group has established its presence on three continents, offering exceptional products and services to anglers in both direct-to-consumer and business-to-business markets worldwide. Foundation Outdoor Group's unwavering commitment to innovation, craftsmanship, and customer satisfaction has revolutionized the fishing experience, catering to enthusiasts of all skill levels, from beginners to seasoned pros.