



FOR IMMEDIATE RELEASE

Contact: Stephen Sweeney

Foundation Outdoor Group

Phone: 866-790-7637 ext. 1360

Email: info@foundationoutdoorgroup.com

Foundation Outdoor Group Launches *Mud Hole Advantage* Program

Industry's Premier Tiered Business Sales Initiative Offers Discounted Price Schedule

Oviedo, FL, June 10, 2024 – In its continued dedication to business-to-business customers, Foundation Outdoor Group today announced the launch of Mud Hole Advantage, the industry's most comprehensive, tiered buying program. With the widest selection of rod building components, tools, equipment, and supplies, Mud Hole Advantage members benefit from significant price discounts in three tier levels, Gold, Silver, and Bronze, based on their annual purchase volume.

“Mud Hole Advantage is the next evolution of our commitment to helping rod building businesses grow and thrive,” said Stuart Crawford, Foundation's Director of Sales. “With a low entry point, substantial business pricing incentives, and a dedicated team of business account specialists, the program is uniquely positioned to serve the rod building business community.”

With Mud Hole Advantage, members enjoy easy ordering through the program's web portal. Customers also benefit from access to Foundation's white label finished rod programs and express fulfillment for Gold and Silver level members. Media and marketing services, including graphic design and social media consultation, are also available through the Mud Hole Advantage program.

“We're able to offer the industry's widest variety of products at tremendous discounts from brands including American Tackle, CRB, MHX, and ProProducts” Foundation's President and COO Brook Oliva said. “Mud Hole Advantage is a great opportunity for fishing rod building businesses to get a leg up on their competition. We're looking forward to helping the rod building industry grow.”

For more details and to learn how the Mud Hole Advantage tiered buying program benefits rod building businesses, visit: <https://mudhole.com/advantage>.

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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), and ProProducts, 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.