

PRESS RELEASE (GRASONVILLE--SEPTEMBER 18, 2006)

Shore Tackle and Custom Rods Opens in Grasonville

If you are a fisherman, the expression, "You need a rod for every type of fish" is music to your ears. Bill O'Brien hopes patrons of his new business, Shore Tackle and Custom Rods in Grasonville, will agree and visit his shop at Grasonville Station to purchase custom-built fishing rods and tackle specific to the Chesapeake Bay region.

O'Brien, a lifetime angler who has fished throughout the eastern United States, has made his residence on the Eastern Shore of Maryland for the last 30 years. During this time he has gained vast experience and knowledge about the tackle required for fishing on Chesapeake Bay and the Susquehanna Flats. O'Brien has been building custom rods for seven years through his business OB Custom Rods. He learned the craft from numerous experienced rod builders and from courses and workshops sponsored by the Custom Rod Builders Guild, of which he has been an associate member since 2001.

He comments, "I love the outdoors and fishing has been at the center of it all since I was about five years old. My father taught me how to fish and he and I still enjoy fishing together."

O'Brien, who is an electrician by trade and was the Facilities and Environmental Manager for Black and Decker in Easton for 16 years, has also always enjoyed working with his hands. In 1999, while incapacitated and recuperating from an injury, he learned how to make fishing rods from a friend who was a rod maker. What started as a hobby has now grown into a full-time business and one that O'Brien feels is needed on the Mid Shore.

Shore Tackle and Custom Rods offers custom built fishing rods for trolling, surf, spinning, bait casting, tuna, bottom and chumming, jigging, and fly fishing, as well as three and four piece travel rods. Among his series of fishing rods are the "Chesapeake Series" a variety of rods designed for fishing the Chesapeake Bay and its tributaries; the "OBX Series" a selection of rods designed for surf and wade fishing for redfish, trout and rockfish; the Blue Water Series is a series of IGFA trolling rods built for offshore fishing; and the "Bass Series" a technique specific rods designed for the tournament bass fisherman by JB Custom Rods, a colleague and friend of O'Brien's.

O'Brien comments, "Although we stock standard handcrafted models covering the various fishing circumstances, we know a fisherman's needs may be unique and require customization. Custom fishing rods offer anglers a rod that fits them, selecting the weight, length and action of the blank, and a handle that is sized to fit. Our rods are hand crafted to your needs, stress loaded and balanced for optimal performance, built with high performance top quality components, and individually test cast."

According to O'Brien, the spiral wrap is one of the benefits of the custom rods he makes. This method of taking the fishing line to the bottom of a conventional type casting or

trolling rod results in a rod that will not twist under load and is inherently stable. In addition, spiral wrap offers 25 percent better casting distance, better fish control, improved sensitivity, enhanced casting accuracy, and no line chafing.

Shore Tackle and Custom Rods also focuses on technique specific tackle for the Chesapeake Bay and surrounding areas. Tackle is designed and rigged based on input from local fisherman and charter boat captains who are on the water every day catching fish. O'Brien adds, "We will carry the size, style and colors of the most productive tackle based on the season. Whether you are fishing the Susquehanna flats in the spring for the big stripers, bottom fishing and jigging an oyster bar, or trolling your special spot on the Bay, we have the tackle you need."

In addition, the shop carries baits for tournament bass fisherman and saltwater and custom-tied flies and jigs by Richard Tillman, Jr. of Tilly's Ties of Grasonville, MD. A selection of reels by such makers as Penn, Shimano, Tica, Okuma, and Pinnacle are matched to the rods available through the shop. Services include rod and reel repair and line spooling.

O'Brien comments, "It is generally a good idea to check all your rods at the end of the season and have any repairs completed before you put the rods away for the winter. This includes servicing and lubing reels and checking line for wear. We are a full service rod and reel repair facility and provide timely and exceptional service to meet our customers' needs."

Shore Tackle and Custom Rods is located in Suite 4 at Grasonville Station at 115 Pullman Crossing Road in Grasonville. For further information, contact them at 410-827-7765 or visit www.shoretackleandcustomrods.com.

