



*"The World's Finest
Fly Rod Guides"*

We Believe World Class Rods Deserve World Class Guides

Introducing New Patented Universal Snake Guides, From the Market Leader in the Development of Light Wire Snake Guides

Prior to our introduction into the market, we analyzed the components that were available and recognized that a number of improvements could be made. Knowing that weight affects the performance of even the finest designed rods, we pioneered the concept of guides having individual wire sizes, to perfectly match the desired location on a rod. We also designed these new guides with feet that were radiused and tapered identically on both sides. These design innovations help to reduce build-ups from varnish or epoxy, which reduces weight and equals faster and more responsive rod sections. In addition to these benefits, each of our guides sit flat and straight, which eliminates filing, grinding or twisting during the preparation process prior to wrapping.

In 2004 we looked at the graphite rod market, and realized once again that improvements could be made. The guides available had misaligned feet and sharp points that could damage graphite blanks and lead to expensive repair costs. Most importantly, we noticed that flat-stamped feet do not easily orient to the round surface of graphite rods. This presented an opportunity to introduce to the rod building community yet another innovation. We submitted our designs to the US Patent Office, and in 2005 we were granted patent 6,851,216.

Snake Brand is pleased to announce our new, patented Universal Guide, featuring a concave radius on the bottom of the foot — an industry first. This breakthrough design results in guides that are self-orienting and self-aligning. What does this mean for the rod builder? Less time spent filing, bending, twisting and wrapping. Our new Universal Guides are constructed of high quality stainless steel, and feature the same exceptional quality that has made Snake Brand the market leader in the development of light wire snake guides.

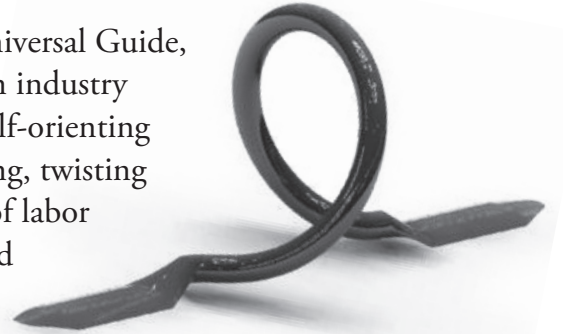
Snake Brand is passionately devoted to that time-honored tradition of American craftsmanship. We are committed to quality, uniformity and consistency in each of our products, because we believe that "World Class Rods Deserve World Class Guides."



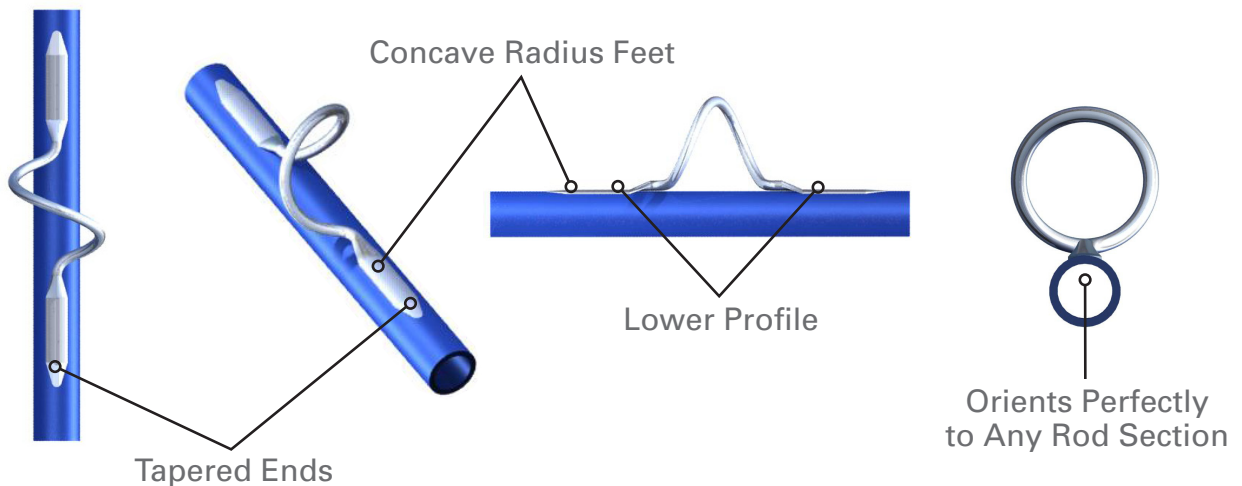
The Snake Brand Universal Guide

United States Patent No. 6,851,216

Snake Brand is pleased to announce our new, patented Universal Guide, featuring a concave radius on the bottom of the foot — an industry first. This breakthrough design results in guides that are self-orienting and self-aligning. This equals less time spent grinding, filing, twisting and wrapping. To fly rod manufacturers, the importance of labor savings, quality and performance cannot be overstated, and Snake Brand's new Universal Guide is the answer.



Snake Brand Universal Guide - USPTO # 6,851,216



FEATURES

- Self-homing and self-aligning
- Lower profile on the rod
- Graduated wire diameters
- Guide sizes 1/0 through 6
- Every guide sits flat and straight
- Chrome or black nickel finish

BENEFITS

- Decreased labor costs
- Minimal epoxy build-ups and less weight
- Optimized rod designs can be achieved
- Improved overall rod performance
- No grinding, filing or twisting
- A finish to match any rod



Snake Brand - "The World's Finest Fly Rod Guides"

13808 NE 242nd St Battle Ground, WA 98604 ~ Phone: 360-666-9928 ~ Fax: 360-666-6249 ~ www.snakeguides.com