

FOR IMMEDIATE RELEASE

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Orvis Announces 2017 Winners for the Orvis-Endorsed Awards

MANCHESTER, Vermont – For more than thirty years, the Orvis Company, Inc., has been recognizing excellence in providing world-class fly fishing and wingshooting experiences through its Endorsed Lodges, Outfitters and Guides program. The winners of these coveted awards were announced during the <u>2017 Orvis Guide Rendezvous</u> in Missoula, Montana, on April 28.

Here are the winners for 2017:

2017 Freshwater Fly-Fishing Guide of the Year

Kip Vieth, based in Monticello, Minnesota



2017 Saltwater Fly-Fishing Guide of the Year

Capt. Lucas Bissett, based in Slidell, Louisiana



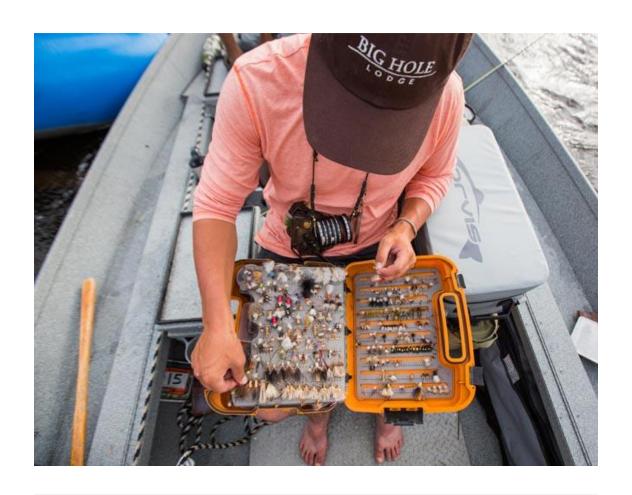
2017 Wingshooting Guide of the Year

Eric Harrison, based in Boerne, Texas



2017 Fly-Fishing Lodge of the Year

Big Hole Lodge in Wise River, Montana



2017 Wingshooting Lodge of the Year

Southwind Plantation in Attapulgus, Georgia



2017 Outfitter of the Year

The Tackle Shop Outfitters of Ennis, Montana



2017 International Destination of the Year

El Pescador, Ambergris Caye, Belize



2017 Fly Shop of the Year

Beaverkill Angler, Roscoe, New York



2017 Breaking Barriers Awards

Jess Westbrook, The Mayfly Project



2017 Lifetime Achievement Award

Matt P. Libby, Libby Camps, Ashland, Maine



For more information, please visit Orvis.com.

Editor's Note: For high-resolution photos, please click on the above images.

About the Orvis-Endorsed Awards

Over three decades ago, Orvis embarked on a mission to make planning a world-class fly-fishing or wingshooting experience easier for our customers. We sought out the best operations and worked alongside them to perfect their systems, their facilities, and most importantly, the associated customer experience. The result was the Orvis-Endorsed Program.

Each endorsed partner has its own character – and therein rests its strength – but all share the same high standards: exemplary service, outstanding fishing and wingshooting opportunities, respect for natural resources, and an experienced, professional staff.

Each year representatives from this remarkable network of outdoor leaders within the Orvis-endorsed family are recognized as the best of the best. At the root, these accolades represent the consolidated sentiments of the customer, as the feedback we receive about a customer experience is the ultimate arbiter of success.

This designation also speaks to an operation's environmental commitment, stewardship of their associated natural resource, and partnership with Orvis in providing the finest fly-fishing and wingshooting experience possible for the Orvis customer.

About Orvis

Founded in 1856, Orvis believes the most meaningful experiences are created by sharing the love of nature and being inspired by its endless possibilities. Orvis pioneered the mail order industry in the United States, operates more than 80 retail stores in the U.S and the U.K. and maintains a network of more than 400 dealers worldwide as a trusted source of discovery and adventure in the natural world. Orvis promises to open the door to extraordinary outdoor experiences and to protect nature by committing 5% of pretax profits each year to conservation efforts worldwide.

Learn more at www.orvis.com.