

SACRAMENTO, CA - Anglers are the latest group of outdoor enthusiasts to sing the praises of Buff®, the original stitch-free multifunctional headwear. The most recent believer in the power of Buff is popular fishing and outdoor show host and producer Henry Waszczuk.

Waszczuk recently inked a deal with House of Buff to produce an exclusive line of Buffs for fans of his "Fins and Skins" and "Fishing the Flats" programs. The special edition Buffs, made with Coolmax® moisture management technology block 95% of the sun's harmful UV rays offering protection from the sun which is a must for any outdoor enthusiast.

Buff® can be worn in a myriad of ways including scarf, bandana, beanie, balaclava, neck gaiter, headband, hair band, or even wristband. Waszczuk talked about his enthusiasm for the product: "I have been producing outdoor TV shows for more than 25 years and it took this long for me to believe in a product that has so many uses in the outdoors, from protection from the sun to comfort wear, the BUFF® is here to stay."

Manufactured from 100% polyester microfiber fabrics, Buff® wear is wind resistant, breathable and wicks away perspiration. Its seamless construction means no irritation points on your head and neck. Buff® wear is colorfast, dries in minutes and retains its elasticity.

Prices for the Fins and Skins and Fishing the Flats High UV Buffs start at \$21.00 and come packaged with wear instructions illustrating suggested variations. They can be found at FinsAndSkins.com or Buffwear.com where customers can view an online demo and the full gallery of Buffs in a plethora of colorful styles and designs.

ABOUT BUFF®

Launched in the US by Buff USA in 1999, Buffwear.com now markets the original multi-functional item of performance headgear called Buff®. America's awareness of the Buff concept was heightened thanks to a licensing agreement with CBS's "Survivor" show on which all contestants wear Buff®. House of Buff has now also branched out into customizing Buffs for sale and promotion with companies such as Subaru, Terry cycling, Dansko, Salomon and Microsoft and other well-known and respected names, with a view toward getting Buff® out to more and more outdoor enthusiasts across the USA.

ABOUT HENRY WASZCZUK

Henry Waszczuk is the host and executive producer of "Fins and Skins Classic Adventures" and "Fishing the Flats." Both programs are part of parent company Fins & Skins Worldwide Inc. a multi-media company that delivers fish and golf entertainment throughout the year to millions of viewers on these cable networks: TSN, The Sports Network; FOX, Sunshine Sports: NHL Network, Toronto One, Victory Sports One as well as OLN, The Outdoor Life Network. For further information, visit FinsAndSkins.com.