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Montana's Historic Firehole Ranch Unveils New Web Site Designed to Capture the Imagination of Fly Fishing Enthusiasts

West Yellowstone, Montana, January 7, 2009 – Montana's historic, world-renowned Firehole Ranch unveils a new web site, www.fireholeranch.com, sure to capture the imagination of discriminating fly fishing enthusiasts. With powerful visuals, lively narrative, and a wealth of information about both the fishing and the ranch, it is a wonderful planning tool for guests and travel agents. "We wanted to be able to provide a better sense of the rich history of the Firehole Ranch, the unheard of variety and abundance of waters available to fish, as well as the warm, friendly, personal experience we deliver," comments owner, Lynda Caine, "I'm very pleased with the result – it's the next best thing to being here."

Located just outside Yellowstone National Park, on the bank of Hebgen Lake, the Firehole Ranch has gained world-wide acclaim for its intimate fly fishing experience on legendary blue ribbon trout waters. Open for a brief 15-week season, and hosting a limited 20 guests a week, the Firehole Ranch has been an Orvis endorsed lodge since 1986, and was the inaugural winner of the coveted "Lodge of the Year Award." It was also selected one of the top twenty luxury fishing lodges in the world in, "*The World's Great Luxury Fishing Resorts.*"

The new web site, www.fireholeranch.com, offers a palpable sense of what sets the Firehole Ranch apart. Great care has been taken to provide a strong visual presentation reflecting the stunning scenery and magnificent fishing. The descriptive narrative evokes the warm friendly spirit of the Firehole Ranch, inviting the reader to learn more about its rich history, colorful guides, and veteran staff. The many fabled fishing waters, including; the Madison, Gibbon, Henry's Fork, Gallatin, Lamar, Yellowstone, and more are described in great detail, along with a weekly fishing report and blog. Photos and narrative provide a charming description of the historic main lodge and cozy cabins. Central to the Firehole Ranch experience is the original, gourmet, western cuisine. The

web site features bios of the renowned chefs, as well as sample menus. Busy travelers will appreciate the handy trip planner, packing list and calendar of events. While fly fishing is the main draw for visitors to the Firehole Ranch, its location in the Gallatin National Forest, as well as the proximity to Yellowstone National Park makes for many other interesting activities in and around the ranch – an overview of which is handily provided.

Since 1947, the Firehole Ranch has enchanted discriminating fly fishing enthusiasts with its world-class trout fishing, subtly elegant lodging, gourmet Western cuisine, and warm friendly environment. It provides a rare opportunity to completely escape today's modern, wired world and experience an entirely different way of life. Enjoy learning about the rich history and remarkable fly fishing tradition of this historic ranch at, www.fireholeranch.com. Should you have any questions or require assistance in planning a trip, please contact Lynda Caine, Owner, or Shirley Arsenault, Guest Manager at 406-646-7294.

About Firehole Ranch:

The Firehole Ranch is a rare place in today's fast-paced world. It seems to exist to teach a lesson about life, fly fishing and what is truly important. This is what Lynda Caine, owner, saw when in 1999 she saved the historic "Watkins Creek Ranch" from being subdivided into 20-acre "ranchettes." Over the years, spending summers on the lake and eventually purchasing her own nearby land, Lynda developed a love for this special place. She realized it must be preserved to continue to pass on its lesson to future generations. Caine takes great satisfaction in seeing her guests become centered again as they reconnect with themselves and the natural world around them. With a keen understanding of the symbiotic relationship of the ranch and the land around it, Caine practices good stewardship and sustainable practices. Her efforts to preserve the place, the structures, and the experience have resulted in the Firehole Ranch being listed in the National Register of Historic Places.