

Now There Is Something Different Online

The Fish Icon, LLC introduces a new savings program. A unique way for all customers to save money.

July 15, 2008 - [PRLog](#) -- The Fish Icon, after recently receiving LLC status, announces the 1 For a Friend program; a savings enhancement tool for the customers willing to add one more of each product line to their order.

“1 For a Friend is a great program to help customers save money,” states James Nelson, CEO of The Fish Icon, LLC. “Our last promotion, ‘Free Shipping – No Minimum’, was such a success, that I noticed others (online shops) doing similar programs. I felt this was a way to stir up something different, again.”

Nelson is definitely all about doing something different. When the website (www.thefishicon.com) was first launched, he was heavily criticized for having a Christian theme. Today, that very theme is what attracts most of his customers, and keeps them coming back. “I felt like doing what felt right regardless of the criticism,” he states. “And that’s how I came across the new program. I wanted a way to give back to my customers, and still keep inline with the tackle industry pricing guidelines.”

1 For a Friend is simple. Quoting the site, “When you select an item you want, click the 1 For a Friend option. This way you get two for a substantial discount. These discounts are usually no less than 5%, and as much as 20%, depending on the item.” For more information on the 1 For a Friend option, click link below.

Founded in November, 2007, and incorporated in March, 2008, The Fish Icon, LLC retails fishing tackle, and boating accessories online. The Fish Icon also has its own house brand of products, supports an online forum, and offers local fishing guide services in the San Diego, CA area. The Fish Icon holds government contracts and contributes to many charities.

For additional information about The Fish Icon, LLC contact:
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To most Bass Anglers, quality fishing tackle and boating accessories, are as essential as inspiration and motivation. Whether you fish for bass or not, tournaments or not, The Fish Icon has exactly what you need. The Fish Icon - Fish Inspired.

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