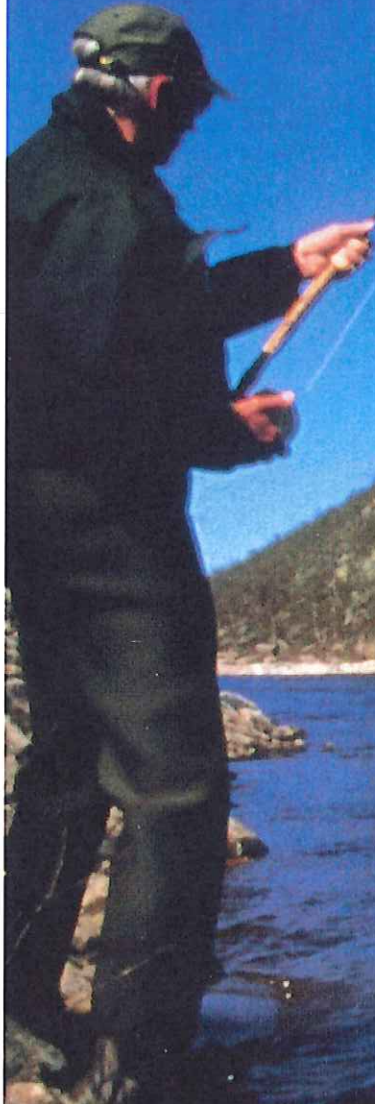


THE INCOMPARABLE

PONOI



**Russia's Greatest
Atlantic Salmon Fishing**

Presented by **Frontiers**

1996

We invite you to discover the incomparable Ponoï, the most productive Atlantic salmon fishing in the world today.

Our guests enjoyed another remarkable fishing season at the Ryabaga camp. Over 6,800 salmon were caught and released, bringing the four-year Ryabaga total to 23,800!

There has not been a single week in the past two seasons in which anglers did not catch more salmon than grilse. Over the past three years, the Ponoï has produced 5,100 salmon from 10-plus pounds up to the high 20s, nearly 30 percent of the total catch. During the fall run, the ratio of larger fish increases to about 45 percent.

Good news for 1996 — We are reducing the number of rods which will be fishing the river during all early-season weeks, yet there is no cost increase. A faster, more direct flight routing will be in place, together with further improvements for your comfort and convenience in camp. You can look forward to an even better 1996.

For the well-seasoned salmon fisher or for the beginner, there is no better choice. The catch statistics reported here speak to this fact best. These take into account guests from 10 years to 85 years old, and from first-time fly-fishermen to those who had "seen and done it all before." While there is no doubt that the Ponoï will challenge and duly reward the experienced and aggressive Atlantic salmon angler, we must also emphasize that there is simply no better place to learn to fly-fish for

Atlantic salmon, and to build confidence and develop long-term skills from real-life encounters with these great game fish.

At the end of each exhilarating day, you will be warmly welcomed at the superb Western owned and equipped tent camp with surprising amenities and excellent meals. Frontiers and the staff of the Ponoï River Company, who host you in Russia, are proud of the Ponoï and remain committed to preserving its pristine nature and wonderful fishery. We hope you'll give us the opportunity to share it with you. The Ponoï Experience doesn't just relate to the number of fish — it's the esthetics of the fishing, the ambience of the camp, and the quality of a wilderness experience in a lovely setting. There are less expensive rivers on the Kola Peninsula, but none that is so dependable, none that is so reliable, none in a more remote setting, and none that offers so much for the discerning salmon angler.

The Fishing

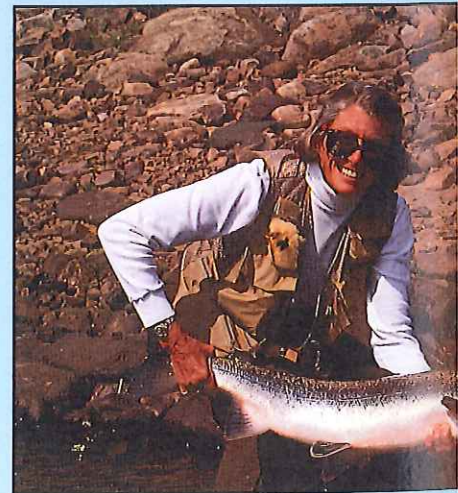
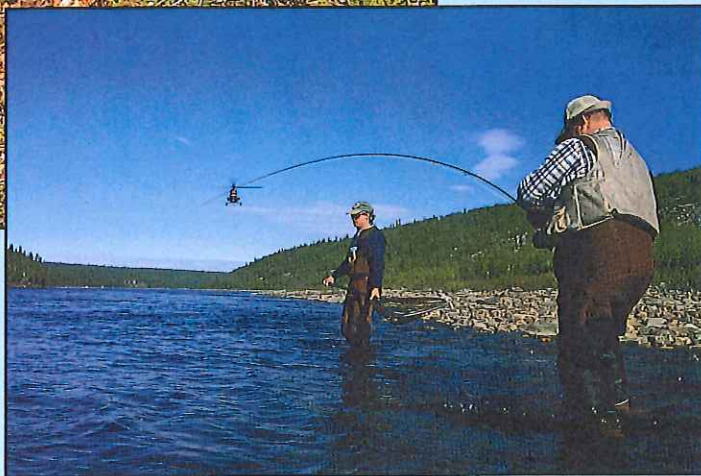
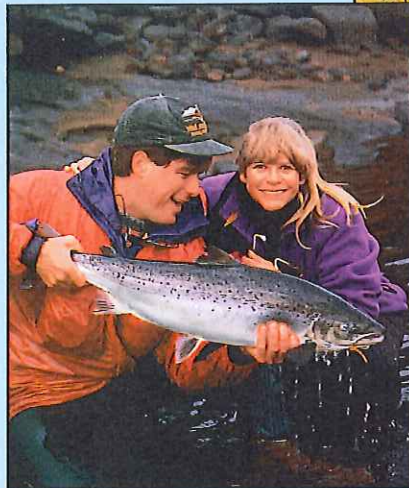
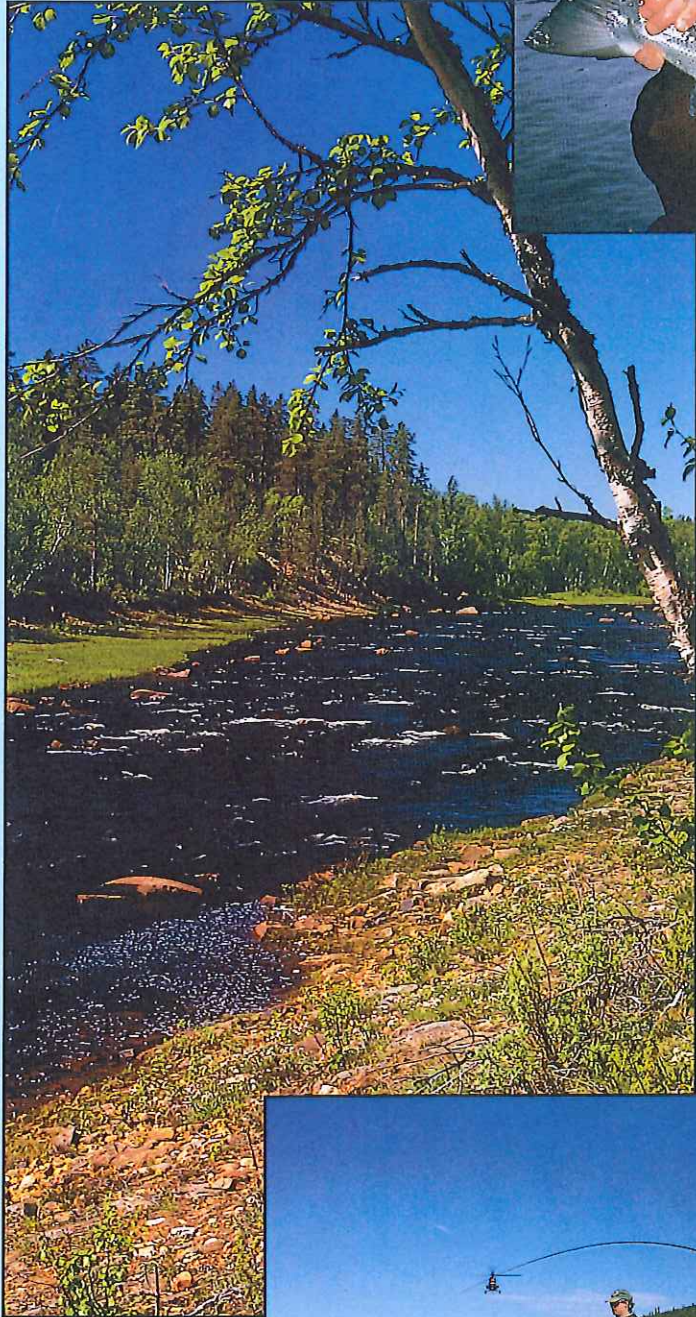
The Ponoï is fly-fishing only and catch-and-release. We fish over 50 miles on the prolific lower section of the river, where the width varies from 50 to 150 yards; plus, we now fish an additional 50 miles of productive tributary water. Ponoï is a big, gentle, gradient river with greatly varying character, providing the opportunity to fish the way you like under different conditions — wading, bank casting, or boat fishing. Most of the fishing is with floating line, and it is a superior river for dry-

fly fishing for Atlantic salmon. Depending on personal preference, both single- and double-handed rods are used effectively here, as well as a cross-section of traditional Atlantic salmon fly patterns. Frontiers provides comprehensive pre-trip information to each registrant, outlining clothing and tackle suggestions as well as other important details.

The daily fishing schedule in '96 will be flexible and will vary throughout the season to accommodate prevailing conditions and hours of daylight. Wide-body 18-ft. river boats with 55-hp. American outboard motors (all with jet units when needed) are used to transport rods to closer beats and provide a stable casting platform when anchored and dropped through pools. MI-2 twin-jet helicopters piloted by veteran crews are used to fly out to more distant beats.

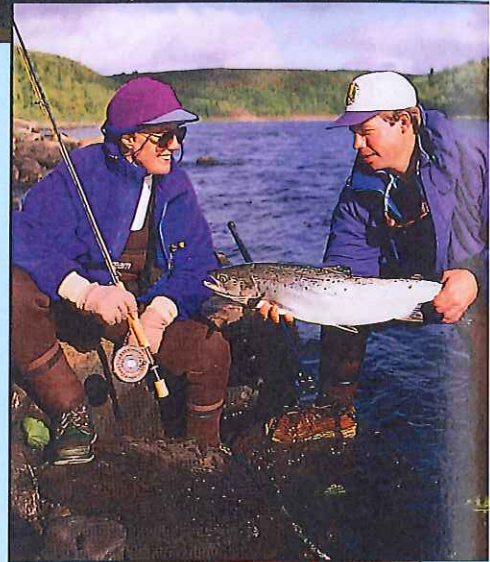
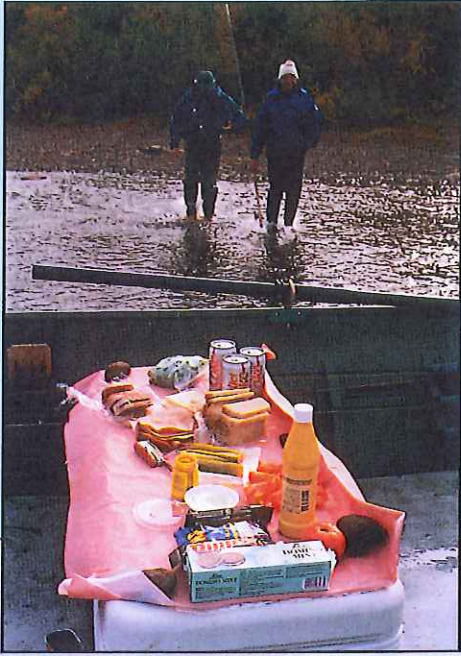
Even with fewer rods, we will retain the Pornache and Atcha tributaries in the beat rotation, utilizing them when they're fishing well. Everyone who has fished them loved the esthetics and feeling of smaller-river fishing with lighter tackle as an attractive complement to the big Ponoï.

You will have about eight hours of guided fishing daily, plus the big home pool right in front of Ryabaga camp is always open for those who want to extend their fishing day. This terrific pool has produced as many as 200 salmon in a week while being fished only during extra hours!



The lovely little Atcha

Sis Chapin with her 18-pounder



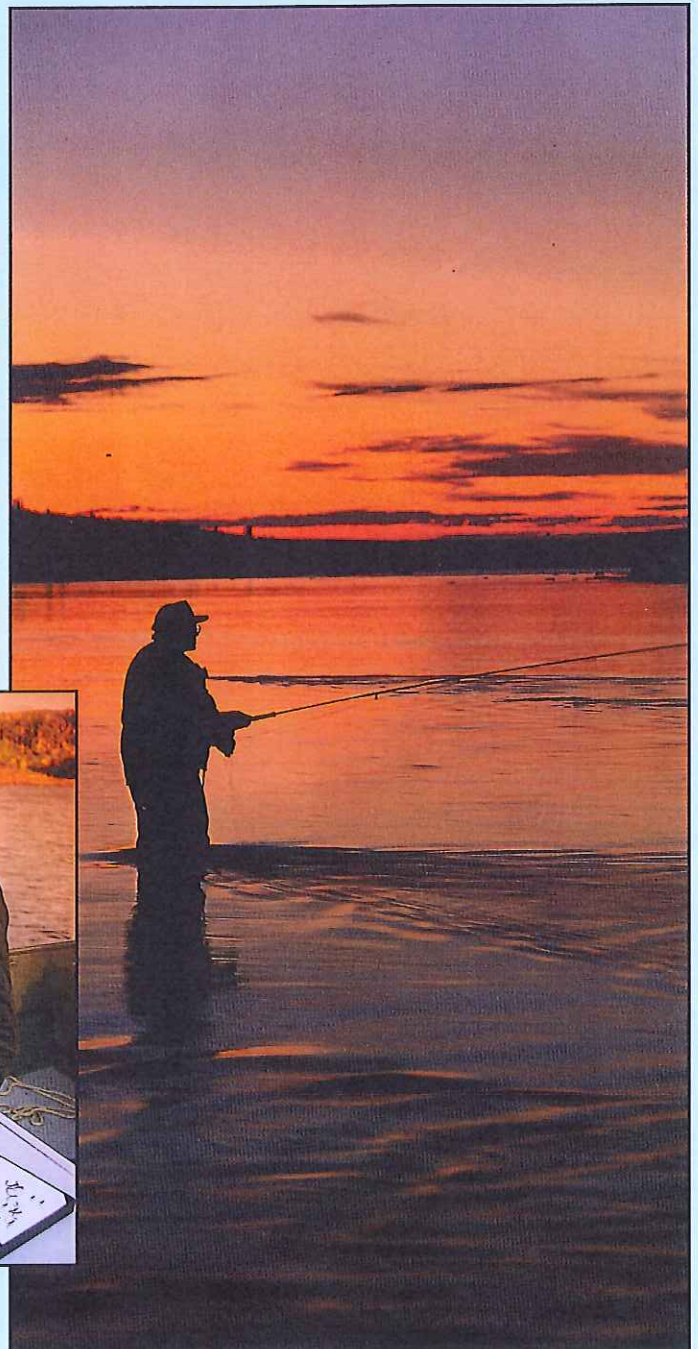
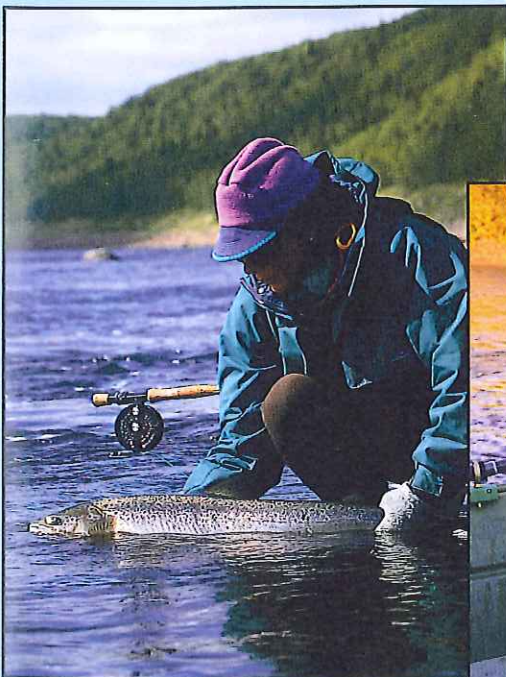
Fishing the Pornache



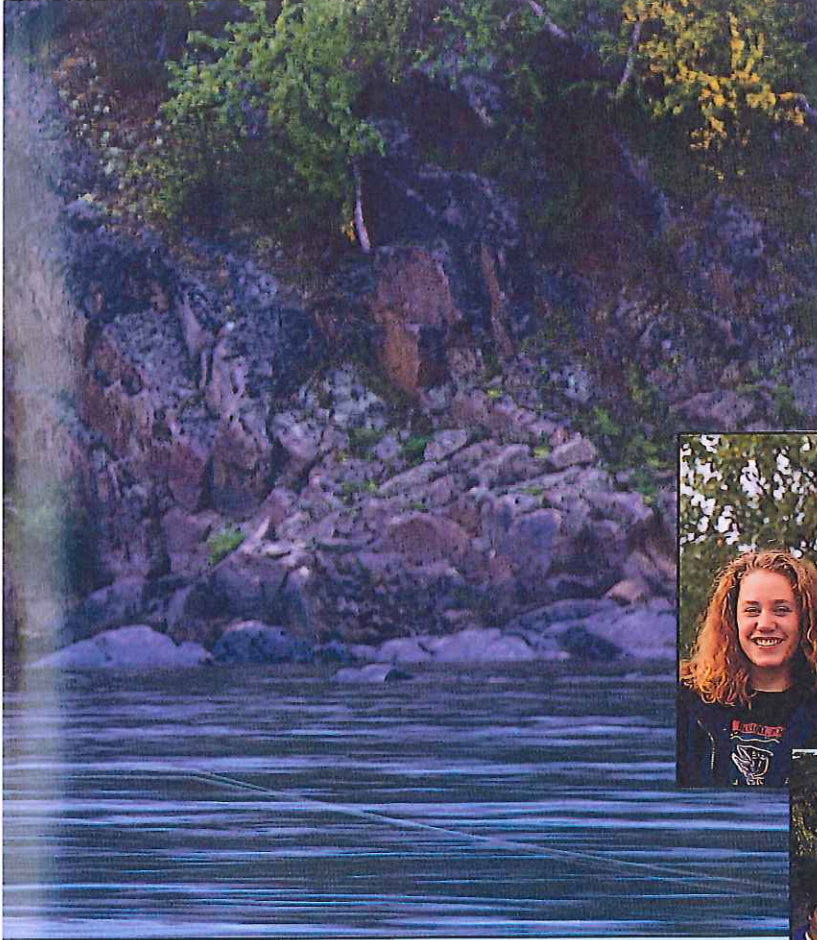
on a dry fly



Thorpe McKenzie shows his 25-pounder



Home pool at midnight sun



Julie Ratko and Mariusz Wroblewski,
our managers at Ryabaga



Our camp crew and guides will welcome you

The Guides

We have a carefully selected, international pool of guides — a balance of experienced guides from the West, together with Russians. Many of them have been with us since the beginning so they know this river and know salmon fishing. You'll find our guides to be skilled fishermen, safety conscious, good boatmen, and personable streamside companions. We rotate guides along with the beats daily, assuring that your guide is intimately familiar with his piece of water. We're certain that the guides at the Ponoï are the best on the Kola.

The Ponoï Scientific Project

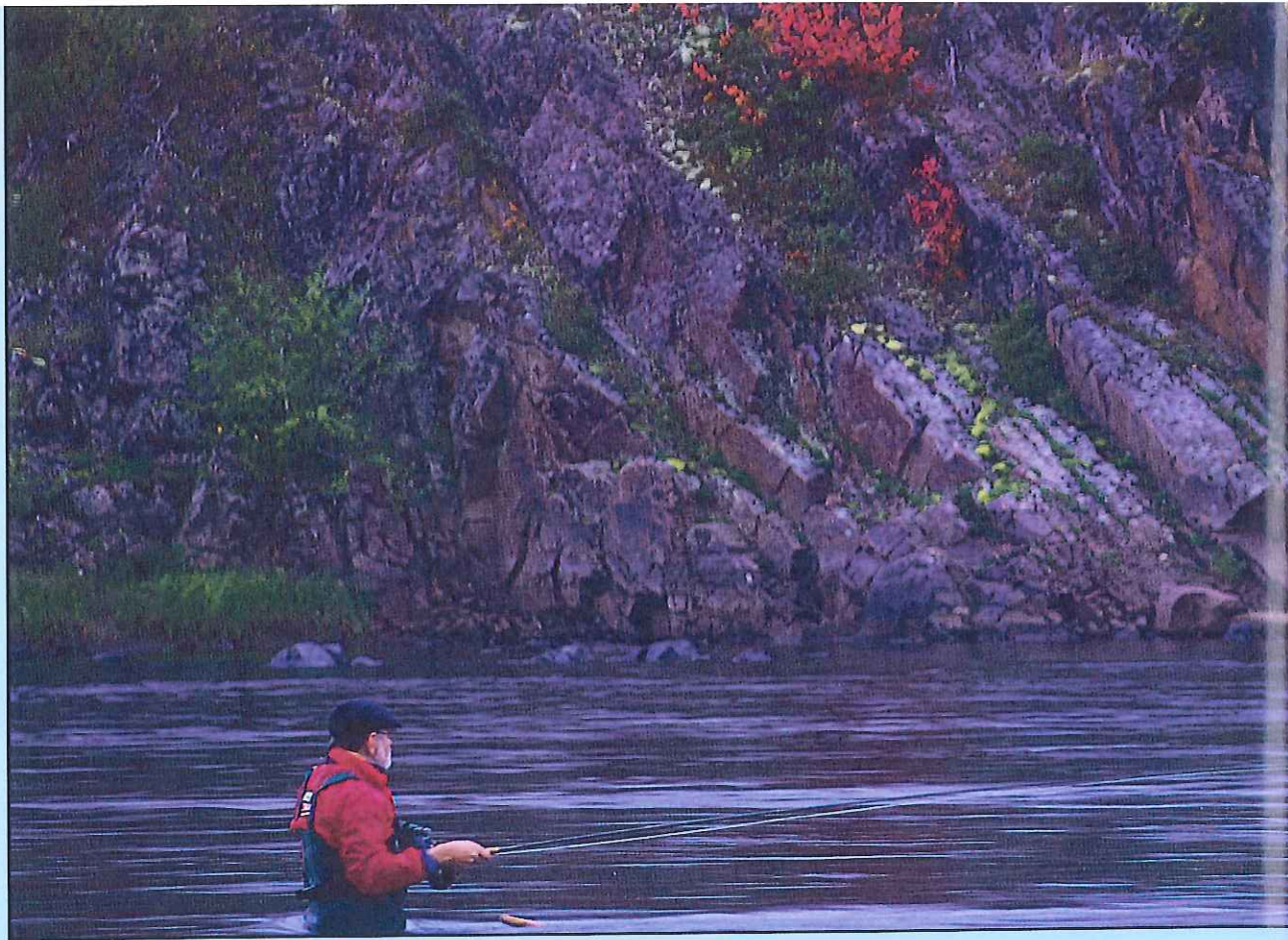
This began in 1994 and continued through last season under the direction of Dr. Fred Whoriskey, natural resources scientist for the Atlantic Salmon Federation. This is a long-term project in collaboration with Russian scientists, and our anglers are an important part of the program since they capture the fish for marking and later recapture them so the scientists can make population estimates.

We expect data to be produced that will help Atlantic salmon, not only on the Kola but throughout their North Atlantic range. As a part of the scientific project, Russian authorities agreed that no nets or obstructions of any kind will be in the Ponoï River and there haven't been since the end of the 1993

season. This is another first in a region where commercial netting had been the norm since the last century.

From commercial catch statistics first made available to us by the Russians in 1994, it is interesting to note that the Ponoï produced the same number of salmon in 1990 as it did in 1880!

Dr. Whoriskey has stated: *"No mining, no clear-cutting, no agricultural run-off, no grazing, and no dams. This is the way salmon rivers used to be. If you had asked me to design a salmon factory, it would look a lot like the Ponoï River. I have never seen so much perfect spawning habitat in my life."*



The Best Time to Go

Choosing when to go is somewhat dependent upon your personal objectives and fishing budget — costs correlate roughly to catch statistics. The first eight weeks of the season are when we see the largest number of fish caught during our main spring run of salmon. These are the famous “white nights” with 24 hours of daylight. During this period, grilse run with the salmon. Water and air temperatures are colder and water levels are higher, so heavier lines and boat fishing are sometimes necessary.

The middle weeks of the season provide good value, the warmest weather, and tend to be the most productive weeks for those who enjoy dry-fly fishing. Water levels are lower and wading and bank casting much easier. These weeks produce 16-19 fish per rod on average, but some people have caught 40 or more. The autumn run of larger salmon begins mid-August at the same time mosquitoes begin to disappear. By September, nearly half the catch are 10-20 pounds, bright and fit with only a handful of grilse showing. As with salmon fishing anywhere, weekly results are greatly influenced by prevailing weather conditions. The Ponoï fishes reliably well throughout the season and, quite honestly, we feel there is no poor time to fish this river compared to any other Atlantic salmon river anywhere. In fact, in 1995 the first and last weeks of the season were among the year’s best.

Consider the following, written by an August guest who was one of the first to fish this river while we were exploring in 1990.

“I have very vivid memories of my first visit to the Ponoï. It was mid-August and the water was low, clear and cold. The tundra was alive with color and the smells of the birch and red pine were sharp. At night the air was brisk enough to require a fire in the tent stoves and the heavens were ablaze with northern lights.”

“Each morning the Indian Summer sun lazily burned away the river fog, revealing the summer’s rich growth of blueberries, lingonberries, and glorious golden mushrooms. Mosquitoes were long gone and small herds of reindeer were making their way back to the river meadows. It was a wonderful place to be.”

*“**And the salmon . . .** My home rivers in Canada had produced an average one salmon for every three days of fishing. Imagine my shock to find that here on the Ponoï I averaged three salmon each day of fishing. Some were colored with their brilliant red spots, contrasting sharply with their fall-run brothers fresh from the sea and mirror-bright. It was an incredible introduction to a fishery that has only gotten better with each passing year.*”

“This is how salmon fishing is supposed to be. If you are an outdoors person, don’t miss out on experiencing this wonderful Arctic wilderness while you can.”

Bill Hunter

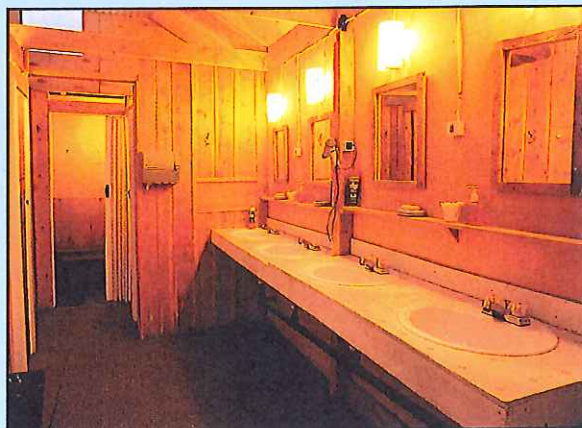
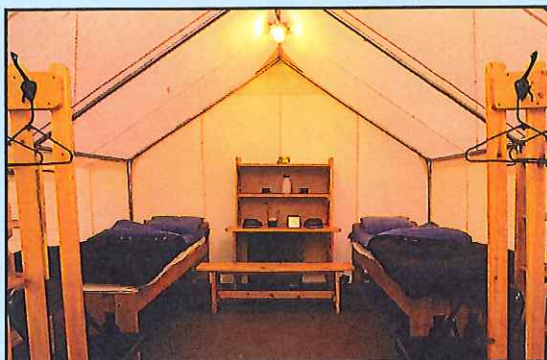
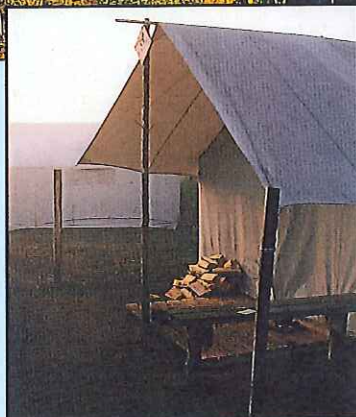
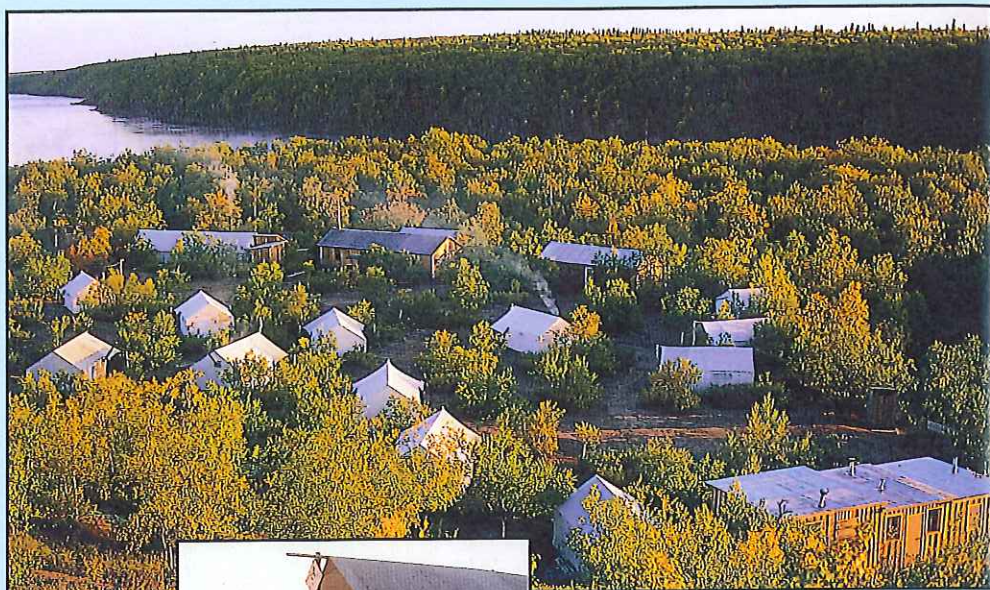
The Ryabaga Camp

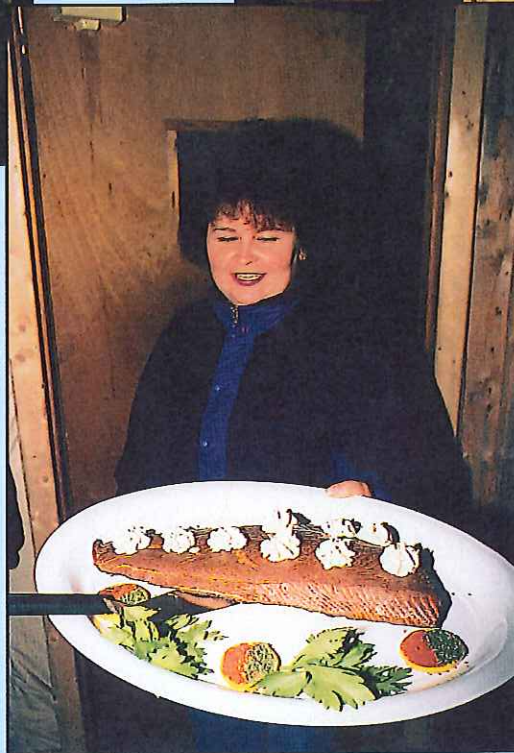
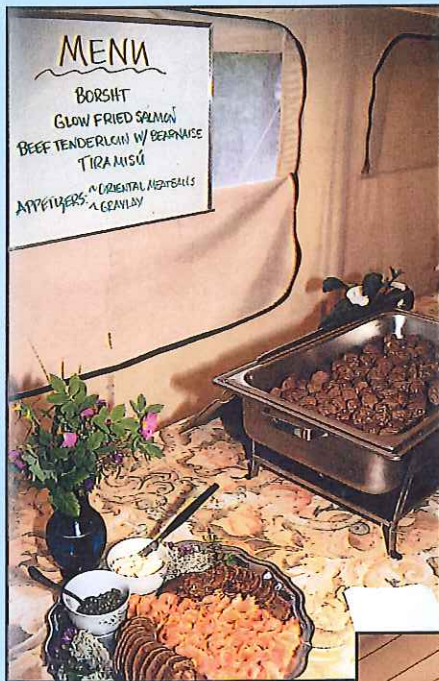
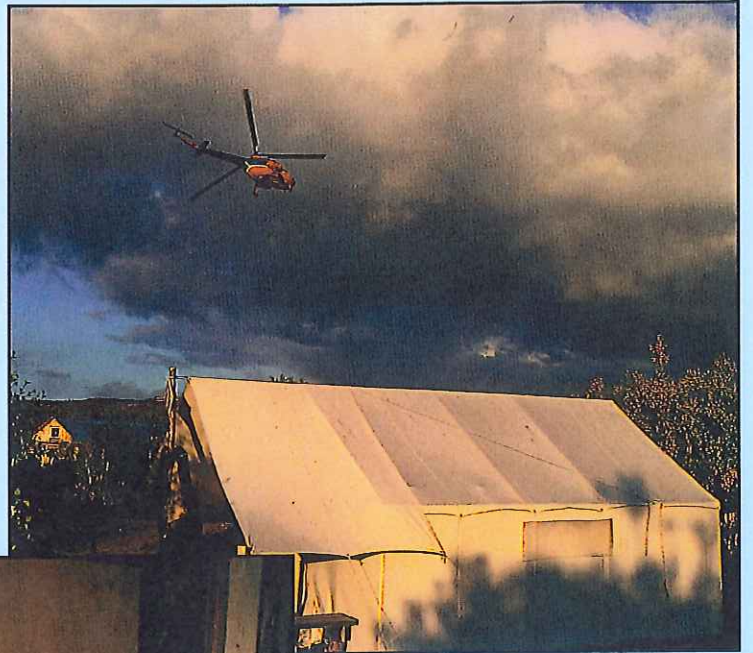
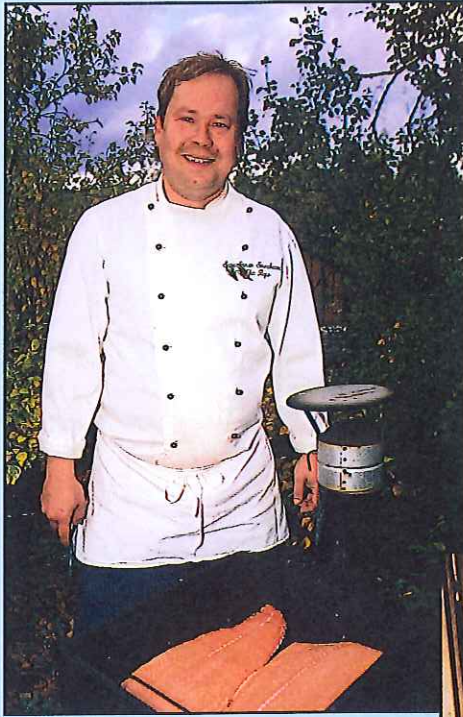
The camp at Ponoï is an outstanding wilderness facility with a very special ambience created by management, fishing guides, and support staff who really care about their guests. It offers comforts well beyond the expectations of most guests. The camp has received universal praise from those who stay there, noting the continuous improvements each year, including all of the little extra touches that have been thought of for your comfort, safety and convenience.

Accommodations are in spacious wood-floored safari-style tents, each equipped with electricity, a small sink, a wood stove, and supplemental electric heating. There are proper beds with firm mattresses, extra-large warm sleeping bags with flannel liners and good pillows. There are built-in shelves, many wall hooks and places to hang things. There are a number of well-maintained outdoor toilet facilities, plus flush toilets. There are separate men's and women's shower areas, with plenty of hot water, sinks and private changing areas, all of which are kept spotlessly clean. Adjacent to the showers is a warm sauna, which is welcome at day's end.

The large central dining tent with its big wood stove is a favorite gathering area for memorable meals, drinks at the "hammer and sickle" bar, and for exchanging fish stories around the well-equipped fly-tying bench. The American/Finnish/Russian chefs and kitchen staff provide meals that are hearty and delicious. To complement their talents, only the best quality and freshest ingredients are flown in weekly from Helsinki.

There is also a heated drying tent for waders and wet outerwear, and a small but very well equipped medical clinic, supervised by our resident physician.





A few reflective thoughts about Atlantic salmon fishing at the Ponoï . . .

The four-year catch statistics in the rate sheet with this brochure are accurate and have been kept diligently by camp management. The client comments are real statements by real people from the season just concluded. Together, they should give you the impression that the fishing is excellent at this river, supported by an outstanding camp. Organization, transportation and logistics are dependable and efficient — uniquely reassuring on the Kola Peninsula. Customer satisfaction is very high.

However, two or three weeks every season have proved to be disappointing compared to people's expectations. Occasionally, we have been told that we're "over-promoting" or "hyping" this resource. Nothing disappoints us more than to hear of unfulfilled expectations or of someone who has been to a great river and suffered a modest catch.

Those of us who have fished for Atlantic salmon for many years on less productive rivers often think we're understating the excellence of the Ponoï. The great variable which we all have come to accept is the profound influence of prevailing weather conditions on Atlantic salmon. Even though the Ponoï climate is fairly benign considering its 67 degree north latitude location, extremes can be encountered which adversely affect the fishing and sometimes even the fighting capability of the fish. The unpredictable Ponoï weather the week you're there can mean a 200-fish difference compared to the week before or the week after, or what happened the same week a season or two ago. This simply "goes with the territory" in the Arctic North.

This fishing has to be viewed in the context of Atlantic salmon fishing — not salmon fishing in Alaska, for example. English fishing writer David Profumo wisely wrote, "A preoccupation with arithmetic is not a good idea for the salmon angler." Some of our clients have suggested that we de-emphasize the numbers of fish, yet catch statistics are usually the first question we are asked. For some reason,

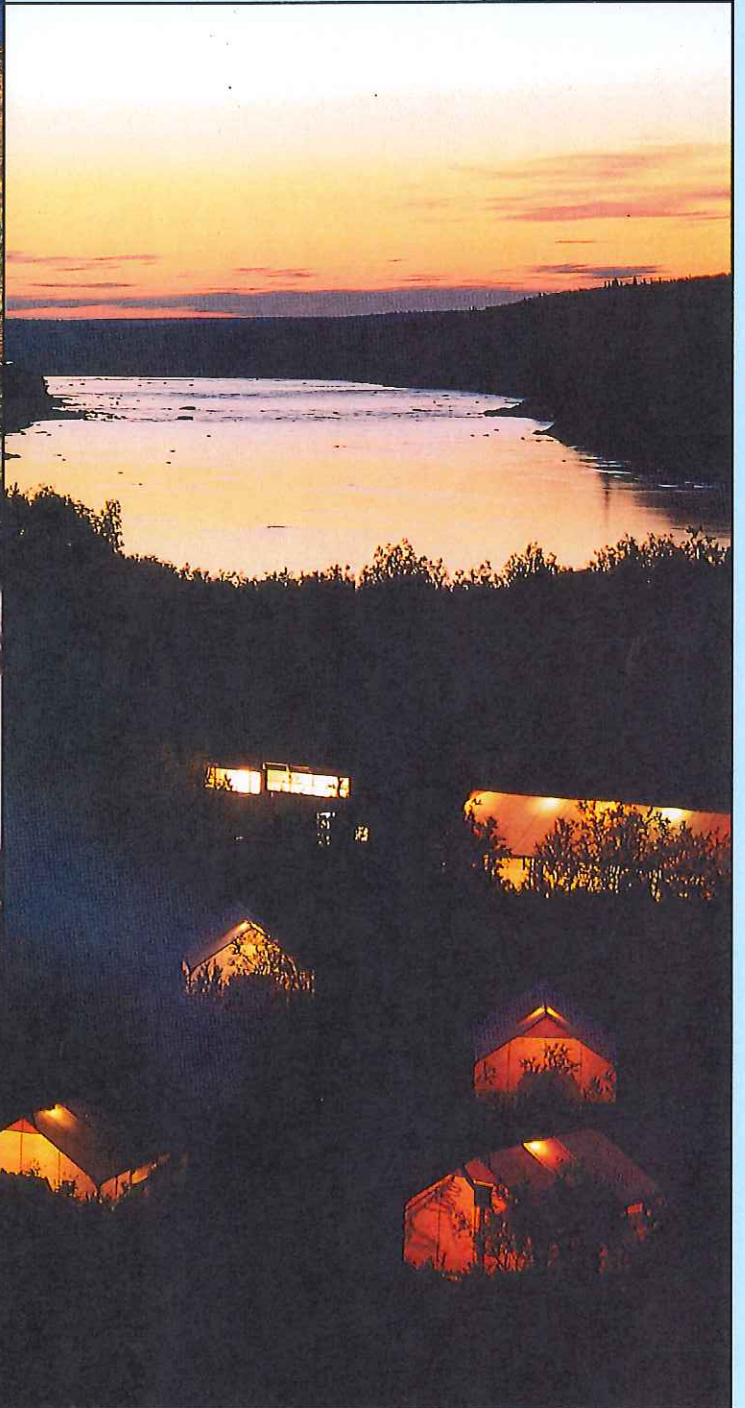
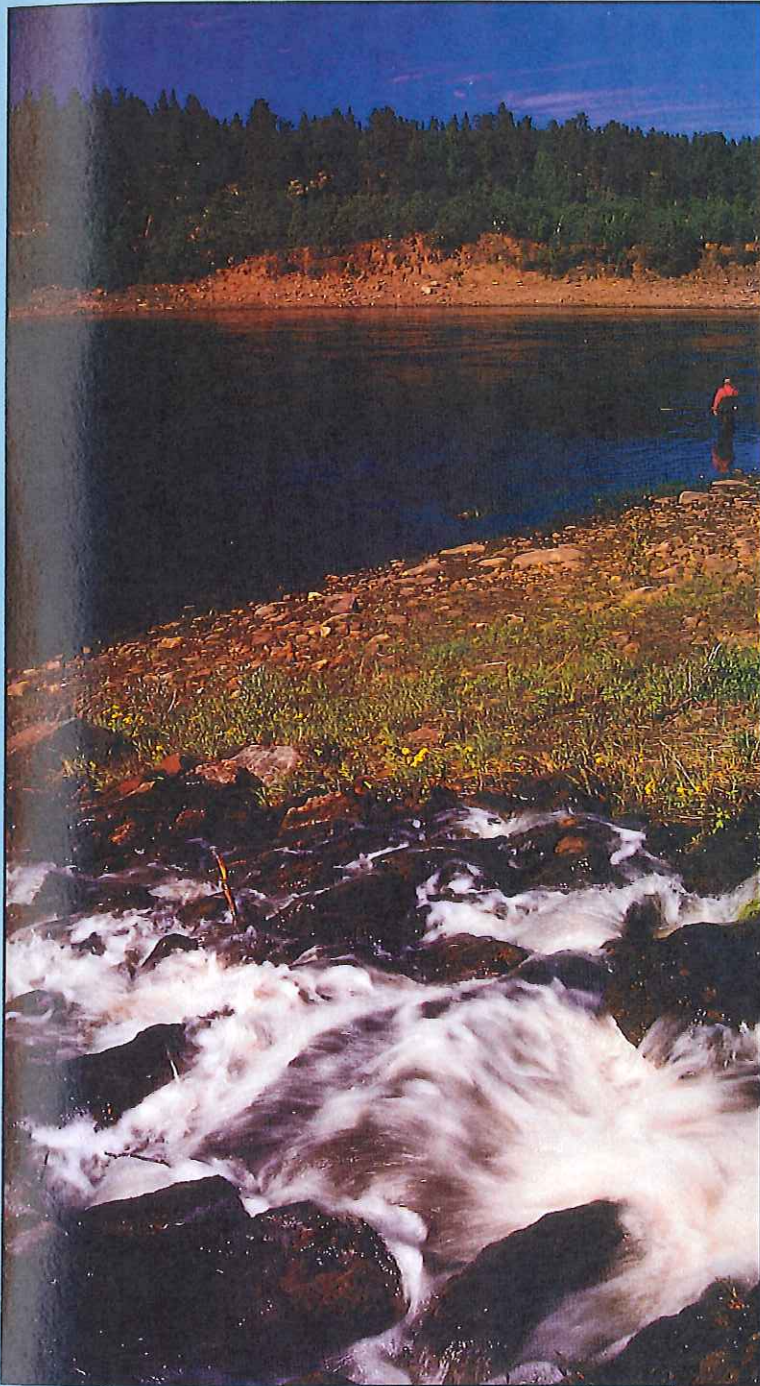
catch statistics have been a part of salmon fishing for a long time (they have been kept meticulously on some rivers back to the 18th century). We have only a four-year databank from Ponoï and, although the numbers week by week are fact, they are averages. This means that some people catch fewer fish and others many more each week.

Some people prefer to fish only with a dry fly, and that's terrific; others will use only techniques that have worked for them elsewhere, and that's a very personal thing. Certainly your ability to wade, cast and employ different tactics will influence your success; so, too, will the energy people are willing to devote to their fishing day. These factors also "go with the territory."

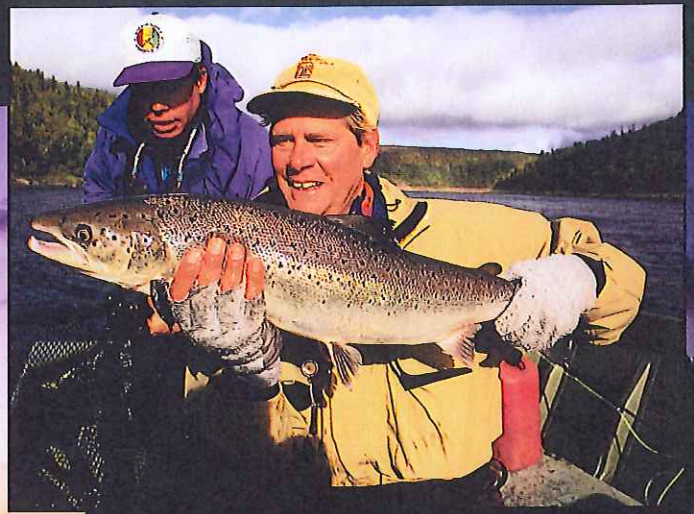
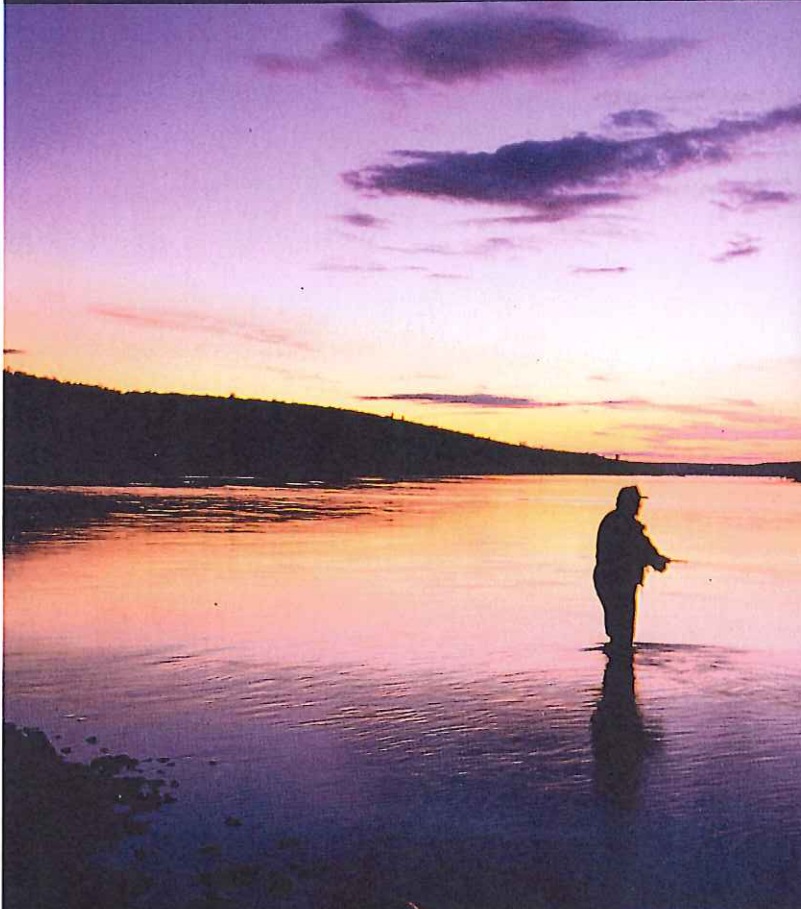
One of our best American salmon fishing writers, Art Lee, wrote a memorable line, "The word 'bad' does not belong in the same sentence with Atlantic salmon fishing." Those of us who can now be considered veteran salmon anglers and who have come to love this precious wild creature, which is still in short supply in this world, agree completely with David and Art's advice.

When you come to the Ponoï, plan to enjoy Atlantic salmon fishing for what it is, a relatively unpredictable sport with skills sometimes overshadowed by luck, knowing that there's no better river anywhere to give you an excellent chance of success. However, the element of chance, most often weather-induced, is still there, and that's a part of the sport. If you're after fish over 30 pounds, this is not the river for you, even though the average size of Ponoï salmon is quite respectable, currently as good as you'll find in Scotland or Iceland and most rivers in Canada. There's also a type of fishing for all tastes throughout a hundred miles of productive salmon water between the Ponoï and her tributaries.

In any case, all of us at Frontiers and our associates with the Ponoï River Company will be doing all we can to help make the Ponoï meet your expectations.



The Ponoï, Pornache and the Atcha are still rivers of dreams. If you would like to discover the excitement of The Ponoï Experience in 1996, please call us today. For availability and detailed information, call Mike Fitzgerald Sr. or Mollie Larsen in Wexford at 800-245-1950. In London, call Tarquin Millington-Drake at 171-493-0798.



Frontiers

P.O. Box 959, Wexford, PA 15090-0959

Toll-Free 800-245-1950

Phone 412-935-1577 • Fax 412-935-5388

European Office — Frontiers Ltd.

18 Albemarle Street, London W1X 3HA England

Phone 171 493 0798 • Fax 171 629-5569

