

## NEWS RELEASE

### AQUATIC RELEASE CONSERVATION, INC AND GUY HARVEY TEAM UP TO HELP CONSERVE THE WORLD'S FISHERIES.

Daytona Beach, FL (6/30/07) --- Aquatic Release Conservation, Inc. (ARC) and Guy Harvey, Inc. today jointly announced the formation of a partnership and licensing agreement to promote the ARC DEHOOKER. Each organization has a long history of involvement in efforts to promote conservation and replenishment of the world's most important fisheries through proper catch and release techniques that insure survival of fish and all marine animals.

Shawn Dick, founder and lead visionary for ARC, has spent years working in cooperation and as a fisheries partner with private and governmental organizations such as NOAA Fisheries, Florida Sea Grant, International Game Fish Association, American Sportfishing Association and the Recreational Fishing Alliance to create fundamental procedures and technology designed to increase post-release survival of hooked and released fish and other marine animals. At the same time Guy Harvey, in addition to creating world-famous marine art, has traveled the world promoting research and effective conservation measures to ensure restoration of fish resources and biodiversity for future generations. Dr. Harvey's work has resulted in the creation of the Guy Harvey Research Institute in collaboration with the Oceanographic Center of Nova Southeastern University.

"I am particularly pleased to have found an organization as passionately devoted to the conservation and restoration of the world's fisheries as I am and proud to become affiliated with ARC to help promote their technology for safely releasing hooked fish and other marine animals", stated Guy Harvey. "ARC has created and designed a simple to use tool that is completely effective in releasing both lip hooked and deep hooked fish without even having to touch them or remove them from the water. This new technology may well be the most important discovery in fishery conservation and could well play a decisive role in the restoration of one of the world's most endangered species group", continued Harvey.

Shawn Dick commented on the new relationship with Guy Harvey saying, "We are truly blessed to have a world-wide authority on conservation such as Guy Harvey believe so strongly in what we have created and to have his full endorsement of our technology. This partnership will help spread the word quickly that there are now tools and methods which can significantly increase the post-release survivability of fish and other endangered marine animals."

#### ABOUT AQUATIC RELEASE CONSERVATION, INC.

Aquatic Release Conservation, Inc. (ARC) is a technology, research and manufacturing company dedicated to research, development, distribution and sales of equipment technologies and educational/outreach materials and programs to enable recreational anglers and commercial fishermen to practice careful handling and release techniques and other fishing practices to increase post-release survivability of hooked and released fish and other aquatic animals. Such practices will significantly increase post-release

survivability of targeted and non-targeted aquatic life in all hook and line fisheries. ARC will work in cooperation and as a fisheries partner with State, federal and International government agencies, non-government organizations, academia, media, researchers and all stakeholders to promote and encourage sustainable and responsible conservation-friendly fishing practices and experience. The company is located in Daytona Beach, Florida, and additional information is available at [www.dehooker4arc.com](http://www.dehooker4arc.com) or by calling (877) 411-4272 toll-free.

#### ABOUT GUY HARVEY

Guy Harvey is a unique blend of artist, scientist, diver, angler, conservationist and explorer fiercely devoted to his family and his love of the sea. Guy has consistently supported “catch and release” fishing ethics for game fish around the world. He works closely with many conservation organizations to help protect global fishing resources. In 1986 he was selected as Jamaica’s representative to the International game Fish Association and in 1992 was appointed as a trustee. In 1998, Guy was voted IGFA’s first ever “Lifetime Achievement Award” from the World Fishing Awards Committee.

#### ABOUT GUY HARVEY RESEARCH INSTITUTE

The Guy Harvey Research Institute (GHRI) is a scientific research organization based in Ft. Lauderdale, Florida, at the Oceanographic Center of Nova Southeastern University (NSU), minutes from the coral reefs and popular fishing grounds. GHRI was established in 1999 as a collaboration between renowned marine artist Dr. Guy Harvey and NSU’s Oceanographic Center to become one of only a handful of private organizations dedicated to expanding the scientific knowledge base needed for effective conservation of fish populations and maintenance of fish biodiversity. For more information on the conservation research and ways to support these activities, please contact Rose Mann at (305) 215-8758 or by email at [rosemann@nova.edu](mailto:rosemann@nova.edu)

Additional Resources:

[www.guyharveyinc.com](http://www.guyharveyinc.com)

[www.dehooker4arc.com](http://www.dehooker4arc.com)

[www.noaa.gov](http://www.noaa.gov)

[www.igfa.org](http://www.igfa.org)

[www.flseagrant.org](http://www.flseagrant.org)

Further information contact: Shawn Dick, Founder 877-411-4272

ARC Dehooker products are available at Cabella’s and Boater’s World and other marine retail outlets.