

## PRESS RELEASE

### BOATER'S WORLD PARTNERS WITH ARC DEHOOKER

Daytona Beach, FL (3/26/07)—Aquatic Release Conservation, Inc (ARC) today announces an expanded partnership with Boater's World Marine Centers to supply its patented fish dehookers (ARC Dehooker™) to commercial and recreational fishing enthusiasts through 110 nationwide retail locations as well as via the Boaters World e-commerce site.

Recent new regulations such as the 2004 Sea Turtle Final Rule (Atlantic, Gulf of Mexico, Caribbean, and Pacific), 2006 Amendment 18A Final Rule (Gulf of Mexico Reef Fish Fishery; commercial and Charter/headboat for hire), and the 2007 Bottom Longline (BLL) Additional Dehooking Equipment Final Rule (Gulf of Mexico, Atlantic, and the Caribbean) from NOAA Fisheries and the Gulf of Mexico Fishery Management Council designed to promulgate safe release of protected species specifically require certain commercial and recreational fishing operations to use and maintain equipment on board for the safe release of sea turtles, fish, marine mammal's, and other non-target species. Products designed and manufactured by ARC are specifically mandated, meet the National Marine Fisheries Service (NMFS) minimal design standards, are NMFS approved, and recommended under these new regulations in order to significantly increase survival of released marine species, consistent with National Standard # 9 of the Magnuson Stevens Conservation and Management Act (MSA) and the Endangered Species Act (ESA).

“Boater's World has always had a deep interest in the surviveability of fish and other marine species that will be released by our customers and the ARC Dehooker products allow us to offer the best products available for that purpose. We are also proud to offer products that have achieved a high level of respect for performance in their industry. ARC Dehooker's relationship working as fishery partners and in cooperation with such government and private industry leaders as NOAA Fisheries (Careful Handling and Release equipment, workshops, and protocols), Florida Sea Grant (FL Sea Grant/Novak venting tools education/outreach) and as recipient of the 2006 Conservation Award from International Game Fish Association (IGFA) confirms their standing as true fisheries partners in preserving our national fisheries for future generations to enjoy.”

ARC Dehooker: “Don't Get Caught Without One”

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Additional resources: [www.boatersworld.com](http://www.boatersworld.com) [www.nmfs.noaa.gov](http://www.nmfs.noaa.gov) [www.flseagrant.org](http://www.flseagrant.org)  
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