

NEWS RELEASE: FISHERY CONSERVATION

GUY HARVEY RELEASES INSTRUCTIONAL VIDEO

Daytona Beach, FL (12/3/07)--- Dr. Guy Harvey, one of the world's leading fishery conservationists and marine life artists, has completed a detailed instructional video demonstrating the proper use of new release tools and technologies required by recent NOAA mandates. The complete video can be viewed at www.arcdehooker.com, a website maintained by Aquatic Release Conservation, Inc. the developer and manufacturer of the ARC Dehooker which is fully endorsed by Dr. Harvey and approved by NOAA as meeting the standards of the new mandates for proper release of fish and other marine animals.

The video, which was filmed in Islamadora in the US Keys, includes spectacular fishing footage as well as complete demonstration of proper release techniques. Directed by Benedict Advertising of Daytona Beach and produced by World Publications in Orlando, the instructional video is available on the ARC Dehooker web site and is also included as a DVD in all packaging for the complete line of ARC Dehookers, which also feature some of Dr. Harvey's incredible marine art.

(About ARC copy here)

Contact information:

Jim Benedict, Communications Director

press@arcdehooker.com

(386) 566-9155