

Shark Shield rebrands to Ocean Guardian Media Release - 22 March 2018 Shark Shield, the world's only scientifically proven and independently tested shark deterrent technology will today rebrand to Ocean Guardian - Powered by Shark Shield Technology. With over 20 years heritage, it was not a light decision for the brand but necessary to take the organisation to the next level as they continue to lead the way in shark deterrent technology worldwide. Lindsay Lyon, Ocean Guardian's CEO says, "Over the coming months we have a strategic plan to transition the brand and company from Shark Shield to Ocean Guardian. In order to retain consumer confidence in the products we have deliberately decided to keep Shark Shield in the tagline which will be used in all communications and on pack." The rebrand will see the new logo and website ocean-guardian.com launch today, while product packaging will roll out over the next six months. In addition to the rebrand, Ocean Guardian will be introducing category based deterrent technologies covering; surf, dive, boat, and beach. "By breaking the offering into category specific groups, we hope to take the brand from niche to mass and also organically work with the diving, surfing, beach, and boating communities. Our initial focus will be on the eastern seaboard of NSW and WA, plus Florida, Hawaii and California in the US," said Lindsay. To assist with awareness of the new branding and name, Ocean Guardian have also appointed Banjo as their advertising agency in 2018. About Ocean Guardian: In 2018, the Shark Shield company became Ocean Guardian®. The change of name reflects our bigger ambition – to make you safe whatever you enjoy doing in the Ocean – while also protecting the planet we call home. Ocean Guardian, powered by Shark Shield Technology, is the world's only scientifically proven and independently tested electrical shark deterrent. Government approved and developed over two decades of research, Ocean Guardian's patented technology creates a powerful three-dimensional electrical field which causes safe but unbearable spasms in shark's short-range electrical receptors, turning sharks away - including Great Whites. Nothing is more effective. Ocean Guardian safety products are the ultimate ocean guardian – providing peace of mind for surfers, divers, and ocean lovers around the world, while supporting the conservation of marine life by removing the need for shark nets and culling.

ocean-guardian.com ++++++

For further information or to speak with Lindsay Lyon, please contact 360 PR: Lisa Solomons – lisa@360pr.com.au – 02 9571 4448 – 0416175518
 Rachel King – rachel@360pr.com.au - 02 9571 4448 - 0423833814

Contacts

Rachel King
 9571 4448
 mailto: