

Ocean Guardian's Shark Week Announcement Commitment to reducing the amount of shark attacks and encounters on Australian shores Media Release - 25 July 2019 Today, Monday 29th July, kicks off the start of Shark Week, an annual week long TV programming block on the Discovery Channel devoted to conservation efforts and correcting misconceptions about sharks. CEO of Ocean Guardian, Lindsay Lyon, is committed to significantly reduce the amount of shark attacks and encounters on Australian shores and will be launching new product innovations for every ocean need in the lead up to Summer 2019/20. Lindsay Lyon, CEO of Ocean Guardian says, "It is our mission is to make Australian oceans safer for humans, sharks and marine life. Ocean Guardian remains the only scientifically proven and independently tested electrical shark deterrent in the world and we hope this evidence will allow for ocean users to be confident in the water." Powered by Shark Shield® Technology; Ocean Guardian's shark deterrent systems aren't just designed to protect you, but also the ocean - eliminating the need for shark nets, drum lines and needless shark culls. Best of all, it doesn't harm the shark either! "We have exciting products coming soon, just in time for summer. Very soon there is going to be a product for the everyday ocean user. This product will be very simple to use, affordable and will enable personal protection allowing for peace of mind. We are confident in our proven technology to ensure everyone can enjoy the ocean this summer, free from fear," adds Lindsay. Ocean Guardian will be making an appearance at the 2019 Sydney Boat Show for an exclusive first review of some of their newest product innovations, for boating and fishing. Venue: International Convention Centre, Sydney Date: 1st – 5th August 2019 Time: 10am-7pm Stand/Stall: 30 Who: Lindsay Lyon, CEO of Ocean Guardian About Ocean Guardian: Ocean Guardian is the world's leading shark deterrent technology company. Since 2001 the company's Shark Shield Technology has protected tens of thousands of ocean lovers and prevented the unnecessary killing of animals from environmentally fatal shark nets, drum-lines and shark culling. Ocean Guardian's Shark Shield Technology is the only scientifically proven electrical shark deterrent supported by peer reviewed published research, and successful in deterring Great Whites. The technology is so effective government has approved the devices for consumer rebates. Nothing is more effective. Sharks have short-range electrical receptors in their snouts used for finding food. Shark Shield Technology is used to create a powerful three-dimensional electrical field which causes spasms in these sensitive receptors turning sharks away. There are no known harmful effects on sharks or humans. Ocean Guardian products are trusted by ocean goers around the world, whether you're swimming off your boat with family and friends, out seeking to land your next big fish, or simply heading off to enjoy a dive, snorkel or surf, our technology is here to enhance your ocean experience and provide peace of mind. www.ocean-guardian.com For further information or to set up an interview with Lindsay Lyon please contact: Rachel King @ 360 PR: +61 2 9571 4448 / +61 423 833 814 or rachel@360pr.com.au

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