

Ocean Guardian committed to World Oceans Day Improving fish stocks for commercial and recreational fishing, thanks to the new FISH01 Media Release - 5 June 2019 World Oceans Day takes place every 8th of June and is celebrated worldwide to raise awareness of the importance the ocean plays in our lives and the ways people can help protect it. Ocean Guardian makes significant efforts to safeguard all marine life and is therefore proud to celebrate World Oceans Day through its commitment to ocean protection and conservation. 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. The FISH01 by Ocean Guardian; is a successfully-tested new product designed to significantly reduce the number of fish taken by sharks - whilst fishing - therefore protecting fish stocks. Sharks are opportunistic by nature and will naturally single out any food source that appears easy to exploit. No-where is a shark's opportunistic behaviour more apparent than when fishing. It's well known among both the commercial and recreational fishing communities that a struggling fish is irresistible to sharks (i.e. known as the shark tax).

Ocean Guardian CEO, Lindsay Lyon, explains "Fishermen have bag limits set by governments to manage fish stocks, however, because sharks take sometimes 7 out of every 10 fish hooked, a lot more fish die as a result of commercial and recreational fishing than the bag limits intended. The FISH01 significantly reduces the number of fish taken by sharks which then directly contributes to improving our fish stocks and environment. Not to mention, less time moving to different locations in an effort to avoid sharks, results in less fuel burned and less wasted time. A win-win for both angler and the environment". "The FISH01 has no effect on the targeted fish species. Our Shark Shield® Technology has been developed to specifically take advantage of the highly sensitive electrical receptors called the 'Ampullae of Lorenzini' present in a shark's snout. Since fish are without these receptors, Shark Shield® Technology has no effect on them. For several years now, divers and spear fisherman have reported that their catches have been unaffected by their Ocean Guardian devices," adds Lindsay. About Ocean Guardian: The world's only scientifically proven electrical shark deterrent. Nothing is more effective. Ocean Guardian's Shark Shield Technology is the world's only scientifically proven and independently tested electrical shark deterrent. Developed over two decades of research and government approved, Ocean Guardian's patented technology creates a powerful three-dimensional electrical field which causes spasms in shark's short-range electrical receptors, proven to turn sharks away - including Great Whites. Nothing is more effective. Our products are the ultimate ocean guardian providing peace of mind for ocean lovers around the world whether you're boating, fishing, diving, snorkelling or surfing. By using Ocean Guardian products you'll be supporting the conservation of marine life by removing the need for lethal shark nets, drumlines, or shark culling, and increasing fish stocks by reducing shark tax. 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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