



NEWS RELEASE

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For Immediate Release:

ARC DEHOOKER OFFERS CONSERVATION SOLUTION FOR ANGLER DADS

TAMPA, Fla. (June 5, 2008) – Kids of all ages can ditch the traditional ties and t-shirts this Father’s Day and give dad the gift of conservation. The ARC DEHOOKER, a dehooking device which meets the design standards for Amendment 27/14, will keep dad legal, and keep Gulf fish safer too.

The patented pig-tail curl of the ARC DEHOOKER removes internal and external hooks and comes in a multitude of sizes to meet requirements set forth by NOAA Fisheries/NMFS.

As of June 1, new federal regulations (Amendment 27/14) require the use of specific devices to reduce the mortality of bycatch, including non-stainless steel circle hooks, venting tools and dehooking devices for all anglers in the Gulf of Mexico. The Amendment represents the joint plan between the Gulf of Mexico fishery Management Council, National Oceanic and Atmospheric Administration (NOAA) and National Marine Fisheries Services (NMFS).

“The ARC DEHOOKER is more than just a great gift, it's a gift with a purpose,” says Shawn Dick, President of ARC. “Anglers in the Gulf now have the responsibility of practicing conservation-friendly fishing, and by acknowledging the conservation message, future generations will be able to benefit.”

The ARC DEHOOKER is now available in almost every major sporting goods store nationwide including: Cabela’s, Boaters World, Bass Pro, Gander Mountain, West Marine, Sports Authority, Dick’s Sporting Goods, Wal-Mart, K-Mart, as well as in catalogues and online.

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Aquatic Release Conservation, Inc. (ARC) is dedicated to research, development, distribution and sales of equipment technologies and educational outreach materials. ARC strives to enable recreational anglers and commercial fishers to practice careful handling and release techniques to increase post-release survivability of hooked and released fish and other aquatic animals. ARC is located in Daytona Beach, Florida. For additional information go to <http://www.arcdehooker.com>. ARC DEHOOKERS are available in retail and tackle stores nationwide.

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