

NMFS/NOAA Red Snapper Conservation Plan Takes Effect

DAYTONA BEACH, Fla., Oct. 29 /PRNewswire/ -- Rules governing Red Snapper and reef fish catch limits and proper safe release techniques and tools published in the Federal Register on October 23, 2007, affect both commercial and recreational anglers. The new rules (Amendment 27/14) cover the Caribbean, Gulf of Mexico and South Atlantic Reef fisheries and call for use of specific devices to reduce the mortality of bycatch including non stainless steel circle hooks, venting tools and dehookers. As early as December 12, 2007, amendment 27/14 should be finalized. Commercial and recreational anglers will be required to carry and use these tools after that date.

Aquatic Release Conservation, Inc. (ARC), working in cooperation and as a partner with both governmental agencies such as NOAA and non-governmental groups has developed and patented various dehooking tools that meet all NMFS/NOAA Fisheries specifications as published in Amendment 27/14. The amendment describes required dehooking gear in the Gulf reef fish fishery as follows: "Dehooking device. At least one dehooking device is required and must be used to remove hooks embedded in Gulf reef fish with minimum damage. The hook removal device must be constructed to allow the hook to be secured and barb shielded without re-engaging during the removal process. The dehooking end must be blunt, and all edges rounded. The device must be of a size appropriate to secure the range of hook sizes and styles used in the Gulf reef fish fishery."

The patented ARC Dehooker design is the only dehooker design that meets these specifications and additionally comes in multiple size ranges to meet all requirements. In addition to the approved dehookers, ARC is also the official exclusive distributor of the NOAA Sea Grant Novak Venting Tool Kit, which meets specifications for venting tools as required by the amendment.

Additional fishery conservation partners, including Dr. Guy Harvey and the Guy Harvey Research Institute have fully endorsed the ARC Dehooker product line as the best available products designed to reduce released hooked fish and other marine animal mortality.

A complete document regarding this amendment as well as additional information on ARC can be accessed at <http://www.arcdehooker.com>

ABOUT AQUATIC RELEASE CONSERVATION, INC.

Aquatic Release Conservation, Inc. (ARC) is a technology, research and manufacturing company dedicated to research, development, distribution and sales of equipment technologies and educational/outreach materials and programs to enable recreational anglers and commercial fishermen to

practice careful handling and release techniques and other fishing practices to increase post-release survivability of hooked and released fish and other aquatic animals. Such practices will significantly increase post-release survivability of targeted and non-targeted aquatic life in all hook and line fisheries. ARC will work in cooperation and as a fisheries partner with State, Federal and International government agencies, non-government organizations, academia, media, researchers and all stakeholders to promote and encourage sustainable and responsible conservation-friendly fishing practices and experiences. The company is located in Daytona Beach, Florida, and additional information is available at <http://www.arcdehooker.com> or by calling (877) 411-4272 toll free.