

For Immediate Release: December 10, 2012



Fish Guardian and Doug Vahrenberg join forces to Promote Catch and Release

Competitive fishing and many recreational anglers have learned to practice catch and release as a way to protect our fisheries plus improves the quality and quantity of fish we catch from all fisheries. But to insure live release and care of the catch anglers have learned to use special chemicals to restore health and protect the fish as they are carried in their boats livewell for release later. Fish care formulas have evolved for ultimate survival and to preserve the health of the fish. But until now administering of these special chemicals has been time consuming and required relocating where you stored the product in the boat and measuring the correct amount. Fish Guardian offers, the first boat mounted dispensing system that only requires the angler to push the remote mounted dosing button to disperse a predetermined quantity of fish care formula in the livewell to help insure live release and increased health and stability of the catch.

Today, Fish Guardian and Doug Vahrenberg, Professional Bass Angler join forces to help promote fish care and the Fish Guardian product as to tool to help increase survival rate of rate of all species of fish that are caught and to be released. "Fish care is one of the most critical aspects of tournament angling as stressed fish lose weight or in worse case become fatal and loss of life, where by all major tournament rules fish care penalties are imposed against the angler and can result in loss of points, places and money" stated Vahrenberg. "But also a recreational angler I enjoy catching, photographing and releasing fish. If the fish is stressed the best advice is to revive the fishes health with use of the high technology livewells we have in our boats. Fish Guardian will help in this critical process as my U2 Pro Formula is now at my fingertips with the push of a button." Fishing success can be the matter of ounces and Vahrenberg stated this year he missed 2 Cuts in the BASSmaster Central Open by 4 Ounces in one event and another by 16 ounces. "That was big money difference and worst of all the opportunity to fish in the 2013 BASSmaster Classic at Grand Lake of the Cherokees near Tulsa, Oklahoma was missed. Fish Guardian will help me in the future to maximize my weights and improve my odds in tournament success but ultimate it will help me return my catch back to the waters so more anglers can enjoy the thrill of the catch from them in the future."

Fish Guardian was created by Kentucky Lake Guide and Tournament Angler Rodney Hairgrove and his wife Jamie that are passionate about the resources they have fished and are strong supporters of Catch and Release. Their passion was so strong they used their knowledge and entrepreneurship to create a simpler and easier way to preserve the health of the catch and to help insure the future of our fisheries are there for many, many generation to enjoy the same passion they do— catching fish. So much they invested in creating a tool for anglers of all angling levels to use to help preserve the health and live release of all species of fish. Now you can have

the same tools to protect the future of your fishery or the health of your catch with the Fish Guardian. To learn more about the product and how simple to install, visit www.fishguardian.com

Doug Vahrenberg is BASSmaster Open Pro that resides in Higginsville, Missouri. He has several Top 50 finishes and recently was one of the Top 10 Finalist in the FLW Stren Championship in Mobile, Alabama. He is well known for his work with Humminbird Side Imaging Electronics and product expertise. He founded the Yahoo Side Imaging Group to help others learn and share information on this game changing technology. He has a very accomplished sponsorship line-up that includes many of the leading brands of companies: Skeeter Boats, Yamaha Outboards, MinnKota Motors, Chargers & Anchors, Humminbird Electronics, Transducer Shield and Saver, LuckyCraft Lures, Dobyns Rods, Daiwa Reels, LakeMaster Charts, Dave's Custom Baits, Omega Custom Tackle, Browning Eyewear, BullShad Swimbaits, Massey Ferguson Farm Equipment. You can learn more from his very informative website: www.dougvahrenberg.com

