



Powered by
Shark Shield® Technology

The World's First Handheld Electrical Shark Deterrent Introducing the Ocean Guardian eSPEAR

Media Release

5 February 2019

Patent pending and powered by Shark Shield Technology the Ocean Guardian eSPEAR is the world's first handheld electrical shark deterrent designed for diving, snorkelling and spearfishing. Shark Shield Technology is the world's only scientifically proven and independently test electrical shark deterrent technology. Ocean Guardian's eSPEAR expands personal protection beyond surfers and divers by providing an affordable, handheld device for the everyday ocean user.

Backed by 20 years of research, the small, lightweight and easy to carry device offers powerful and proven shark deterrent protection. Featuring a trigger activated extendable baton, the user is able to create a powerful electrical field of up to 1m in diameter and 2.5m length to deter an unwanted shark encounter.

Ocean Guardian CEO, Lindsay Lyon says, "Our customers have been asking for a smaller device, so we're excited to bring this product to market enabling people to help mitigate their fear of sharks and enjoy the ocean, and help save our marine life. It's very simple to use - simply attach it to your dive belt, swimsuit or trunks and you can swim in the ocean with the comfort of knowing you have the power of Shark Shield Technology at your fingertips."

The eSPEAR will be launched today via an Indiegogo crowdfunding campaign to help raise funds to not only expedite the product development of the eSPEAR, but also to raise funds to deliver Ocean Guardian's great vision of removing shark nets and drumlines through new technology. Those who register now via Indiegogo will receive a 45% discount off the eSPEAR.

"We are seeking to raise capital in order to partner with one of Australia's leading universities to develop our game-changing long-range shark deterrent technology. We have proven personal technology and believe that the new beach barrier technology has the capability to replace inhumane shark nets around the world whilst protecting ocean users from the risk of a shark attack," said Lyon.

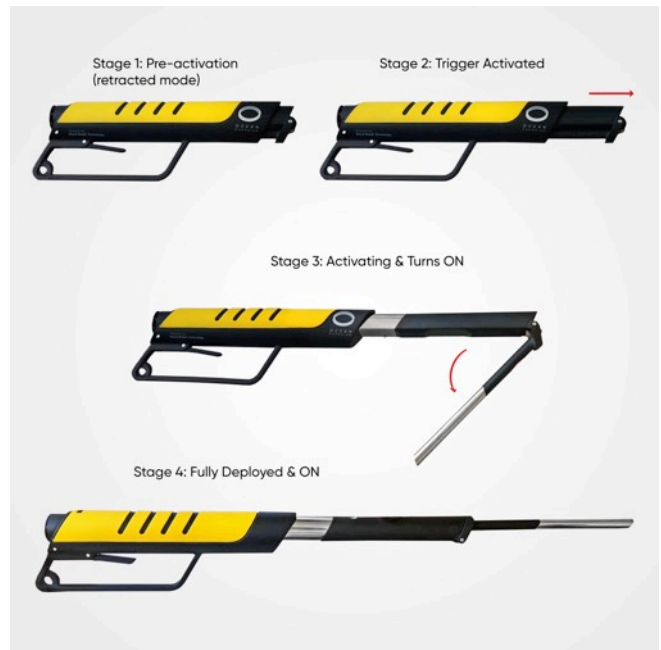
Amanda Elizabeth, Shark Scientist says, "It's fantastic that Ocean Guardian are really accelerating their product development to cover more ocean users and the reason this excites me is the fact that their devices do not harm the sharks or other marine life. We need to all work together to protect our oceans but also have the confidence to share them with marine life, we are after all playing in their backyard."

The eSPEAR is available in five colours – Aquamarine, Carbon Black, Electric Yellow, Pewter Grey and Ocean Blue – for RRP \$299AU. The Indiegogo 45% discount campaign will run from the 12th February to the 15th March 2019.

Indiegogo Campaign is live now: <https://igg.me/at/espear-first-handheld-shark-deterrent>

About Ocean Guardian:

In 2018, the Shark Shield company became Ocean Guardian®. The change of name reflects our bigger ambition - to replace shark nets and drum lines globally - to make you safe whatever you enjoy doing in the Ocean, while also protecting marine life. Ocean Guardian, powered by Shark Shield Technology, is the world's only scientifically proven and independently tested electrical shark deterrent. Government approved and developed over two decades of research, Ocean Guardian's patented technology creates a powerful three-dimensional electrical field, which causes safe but unbearable spasms in shark's short-range electrical receptors, turning sharks away - including Great Whites. Nothing is more effective.



For further information or to set up an interview with Lindsay Lyon or Amanda Elizabeth, please contact:

Rachel King @ 360 PR: +61 2 9571 4448 / +61 423 833 814 or rachel@360pr.com.au