



GreenFish News Release

July 19, 2011

GreenFish Ambassador Team & GreenFish Gives Expansion

GreenFish, the first apparel brand completely dedicated to promoting a lifestyle of sustainable fishing, today announced a significant expansion to its Ambassador team, adding over 20 new ambassadors with multiple backgrounds and from all over the globe.

Since its launch in 2010, GreenFish has received tremendous support from the fishing community regarding its cause. The GreenFish Ambassador team is made up of freshwater and saltwater professional anglers and guides, TV personalities, marine biologists, artists, photographers and leaders of the non-profit community.

GreenFish founder Bryan Godber explains, "We now have a team of over 50 high profile individuals in the industry, all helping to promote our brand and sustainable fishing message on a volunteer basis. These individuals should be seen as role models to the fishing community not only for their career achievements as industry icons, but also for their efforts to promote a lifestyle of sustainable fishing for future generations to enjoy. It's a great to know how many high profile individuals out there want to help push our brand and our mission forward and represent our clothing brand."

Also - we have recently added the Bonefish and Tarpon Trust to our GreenFish Gives program, so our customers can select BTT when shopping on www.greenfishmovement.com and we will donate 5% of their purchase to BTT. We are very excited to have them join our program of 501c3 organizations helping promote a cause that is aligned with our mission.

About GreenFish

GreenFish is the first brand promoting a lifestyle of sustainable fishing. Through its line of apparel, the company's goal is to build awareness and shift attitudes toward sustainable fishing and promote the sport for future generations to enjoy. GreenFish recently launched a new program called "GreenFish Gives," in which GreenFish donates 5% of all revenues to a handful of non-profit organizations they work with to promote sustainable fishing practices. To learn more about GreenFish, the GreenFish Gives Program, their ambassador team and their new line of apparel – visit www.greenfishmovement.com.