



# greenfish

## GreenFish Press Release

February 11, 2011

### GreenFish Expanding Nationally

GreenFish, the first lifestyle brand completely dedicated to promoting sustainable fishing, today announced a formal sales expansion initiative across the United States.

GreenFish recently launched a line of apparel for the freshwater, saltwater and fly fishing communities, which is currently only available through the company's website. Due to strong interest at the consumer and retail level, GreenFish is kicking off a formal effort to expand its sales reach to the retail channel for the Spring 2011 season.

GreenFish founder Bryan Godber explains, "We are thrilled to see the rapid growth of our brand which proves that all angling communities support and believe in the sustainable angling lifestyle that GreenFish represents. Over the next few months, we will be looking for highly qualified sales representatives for the freshwater, saltwater and fly fishing markets to help grow our brand nationally and internationally."

To contact GreenFish about representing their brand, contact GreenFish at [sales@greenfishmovement.com](mailto:sales@greenfishmovement.com).

#### 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 1% of all revenues to a handful of non-profit organizations they work with to promote sustainable fishing practices. To learn more about GreenFish, their GreenFish Gives Program, their ambassador team and their new line of apparel – visit [www.greenfishmovement.com](http://www.greenfishmovement.com).