

## FOR IMMEDIATE RELEASE

### **Lindblad and National Geographic to Support SmartCatch's Sustainable Commercial Fishing Technology**

*Palo Alto, California, December 10, 2014*

SmartCatch, an environmental and socially conscious company, today announced receipt of a grant from the Lindblad Expeditions-National Geographic Joint Fund for Exploration and Conservation to build sustainable wild seafood harvesting.

SmartCatch was founded to positively impact the seafood industry by incorporating smart technologies in critical areas relating to fish; wild harvest, aquaculture and traceability. The product road-map integrates sensor technology with data flow, analysis and management in a manner conducive to a holistic real-time evaluation of sustainable practices and environment quality within all aspects of the seafood industry.

SmartCatch's first product is focused on sustainable wild seafood harvest. CatchCam, [www.smart-catch.com/precFish.html](http://www.smart-catch.com/precFish.html), a Digital Catch Monitoring System, will help fishermen to both optimize their harvest and minimize costly by-catch waste.

Rob Terry, founder and CTO of SmartCatch said, "We are honored that Lindblad Expeditions and the National Geographic Society have provided such a generous grant to help launch our products, and we are particularly excited about the synergy in the quest for sustainable fishing. Having such a great support validates our technological approach and also opens new doors to attracting the additional investors we need in order to roll out our product line quickly to help in reducing the ongoing depletion of the wild fish species that we depend upon."

Nations are moving to adopt monitoring and regulation in response to concerns about the environment, seafood security and food safety. Catch compliance and regulation has already been adopted in most western nations. Southeast Asia is now moving toward establishing a fishery regulatory system. SmartCatch is working with SEAFDEC (Southeast Asian Fisheries Development Center) to deploy CatchCam and perform real-time catch monitoring studies beginning February 2015 in commercial fisheries in the Gulf of Thailand.

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