

SPORTFISHING INDUSTRY ANNOUCEMENT

Vancouver, British Columbia | May 19, 2015 | Shearwater Resort and Gibbs Delta Tackle are happy to announce a joint partnership. Starting immediately Shearwater Resort will use Gibbs-Delta Tackle exclusively on all of the resorts boats including guided and unguided craft.

Shearwater Vice President, Mike Pfortmueller said having quality tackle on every boat is essential and will help ensure that our customer's expectations are met. Gibbs-Delta has everything we need to fully outfit our boats. Combining their 108 years of production with our angling experience will be a very powerful tool for our guests. Gibbs-Delta is a leader in quality and innovation. Their tackle will most certainly improve our clients fishing experience.

We are extremely happy to enter into this partnership and to sponsor Mike and his team at Shearwater noted Gibbs-Delta Chief Operating Officer, Rob Alcock. Shearwater provides a world class fishing experience with highly experienced guides. Feedback from the experienced Shearwater team will help us continue to make quality gear and will give us a superior platform for testing new concepts. Having professionals use our gear every day is the best test possible.

Shearwater Business Development, Sales and Marketing Manager Shawn Nagurny explained that the joint marketing venture will benefit all our followers. Avid anglers can get the latest "fishing reports" and find out "what's working" daily through our joint social media platforms.

Shearwater Resort & Marina is located on BC's Central Coast and is one of the pioneers in the sport fishing resort industry that is also rich with history as the community of Shearwater began its life as a WWII RCAF air base back in 1947. No matter what your passion is, Shearwater has an adventure vacation that will suit your desire - not to mention the fantastic fishing surrounding its ideal location!

Gibbs-Delta is Canada's oldest and largest tackle manufacturer. Gibbs-Delta's brands include Gibbs Tackle, Gibbs Nets, Delta Tackle, Zak Tackle, Rhys Davis, Silver Horde and Yamashita. With over 7000 sku's, Gibbs-Delta can provide anglers with all their fresh and salt water fishing tackle needs.

Visit the Social Media platforms of Shearwater and Gibbs-Delta for updates and reports on this unique and exciting partnership.

