

FOR IMMEDIATE RELEASE

Media Contact: Mary Orme
727-733-9332
mary@AMCenergy.com

Florida Boaters Are Hooked on New Reef-Saving Anchor

NEW PORT RICHEY, FL (August 26, 2006) –Hunter Boat Anchors of New Port Richey, Florida, has just introduced a range of patented anchors – unlike any others in the world – that actually save reefs. Easily retrievable, Hunter anchors are super-strong – made of quality stainless steel and high tensile strength galvanized steel with a size and type for every boater. The anchors are hand crafted, impervious to rust, quick setting, and most importantly, environmentally friendly and guaranteed to hold under almost any condition.

A boater for over 40 years and St. Petersburg resident since 1958, president and designer Mike Moran recognized a fundamental need. “What boaters want is an anchor that easily dislodges itself from debris and can be retrieved clean with minimal damage to reefs,” he explained. “Conventional anchors can cause quite substantial damage to coral reefs, especially if retrieved by force. When a conventional anchor becomes stuck to an underwater obstruction such as rocks, tree stumps, vegetation, debris or reef structures, boaters typically try circling the boat over the anchor. Often the anchor doesn't come free and pulls the obstacle up to the boat; the boater has to pull the debris aboard to free it, wasting time and making a mess on the boat.”

This is where the proven solution to Hunter's exclusive range of anchors comes in. Each is equipped with a pivoting sleeve that slides freely up the shank of the anchor, so it can be pulled out backwards. All the boater has to do is steer the boat to a point directly over the anchor. The slide sleeve rotates and slides toward the head of the anchor, which is then safely retrieved clean, with no damage to the seafloor.

Captains Mickey and Joyce Wagner of Port Richey recently purchased a Hunter anchor for their charter fishing boat, *Mijoy Adventures*. “As avid conservationists, we care about protecting the environment and the fisheries,” said Captain Joyce Wagner, who is also President of the Pasco Coastal Conservation Association, dedicated to conserving and protecting Florida’s

marine resources. "The wind and tower used to be a nightmare for anchoring, but not any more. - The Hunter Anchor system lowers and holds quickly, wherever and whenever it is dropped -- especially on top of those elusive rock piles and grassy mud bottoms. This anchor grabs hold quickly, reducing damage to the bottom from dragging."

After catching wind of Hunter Boat Anchors, Fox 13 and Bay News 9 each did live broadcast demonstrations for television viewers; videos are available.

To date, three anchor types have been developed: The **plow**, a classic design for larger boats with winches; the **spade**, a "Danforth" style multi-purpose anchor for all types of boats designed for sand, grass and rocks; and the **grapnel**, for rocky bottoms and all types of boats. Prices start at \$210; sizes range from 13 to 80 lbs., will accommodate boats up to 85-feet, and are available in stainless steel, galvanized and even custom colors.

Hunter Boat Anchors, founded in September, 1999, not only manufactures anchors that are impervious to rust and will never jam; the design is striking -- an attractive accompaniment to any boat for anyone who takes anchoring seriously and cares about the environment. Dealer inquiries are welcome.

For an online demonstration and ordering information, visit www.hunteranchors.com or call Mike Moran at (727) 847-9779.

#####

Editor's Note: For a high-resolution image to accompany this release, please contact Mary Orme at mary@AMCEnergy.com or call 727-733-9332.