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## Guy Harvey Outpost Resorts Launches Expedition Outfitters

FORT LAUDERDALE, FL< OCTOBER 28, 2013<Guy Harvey Outpost Resorts, with properties in Florida and the Caribbean, has announced the launch of Expedition Outfitters as part of its growing adventure travel lodging business. The announcement was made today by Guy Harvey Outpost Resorts President Mark Ellert and company co-founder Bill Shedd.

<sup>3</sup>Expedition Outfitters is being created to complement our collection of Outpost properties and serve our expanding adventure travel customer base,<sup>2</sup> explained Ellert. <sup>3</sup>The Guy Harvey Outpost brand is defined by great watersport experiences and service, and our Expedition Outfitters are the dive operators and fishing captains that make this possible.<sup>2</sup>

Expedition Outfitters will feature two membership categories: dive shops and guided or charter boat fishing. <sup>3</sup>It's a logical brand extension for Guy Harvey Outpost<sup>2</sup> commented Shedd, owner of the big game fishing tackle company, AFTCO, and manufacturer of Guy Harvey sportswear and tee-shirts. <sup>3</sup>Our fishing and diving customers want the same level of quality service and <sup>3</sup>Top of class<sup>1</sup> experience they get at our resorts and lodges. At Guy Harvey Outpost, we've done the homework to make sure our Expedition Outfitters meet those expectations.<sup>2</sup>

Captain Ned Stone, a sportfishing veteran of the offshore fishing circuit, will oversee the new effort as the company's Director of Program Development.

Shedd announced the inaugural members of Expedition Fishing Outfitters include acclaimed Florida captains Ray Rosher of Miami , Billy Black of Stuart and Randy Towe of Islamorada and. For legendary offshore action in Mexico, Anthony Mendillo and his Keen M Sportfishing team will be the company's fishing outfitter in Isla Mujeres.

Earlier this summer, while fishing with Guy Harvey , Mendillo led Guy's 22 yr old daughter, Jessica, to catch a 600 plus pound swordfish, the largest swordfish landed on a conventional rod and reel by a female angler in the last 30 years and a new record in Isla Mujeres. <sup>3</sup>We can guarantee our

Expedition Fishing Outfitters know how to put you on the fish, but like Jessica, you'll have to do the catching,<sup>2</sup> noted Stone in sharing the story of the Keen M catch.<sup>3</sup>

<sup>3</sup>These captains have the records and testimonials to truly be considered sportfishing legends,<sup>1</sup> notes Captain Stone. <sup>3</sup>We're honored to have them join the Guy Harvey Outpost system. And if we don't have an Outpost resort or lodge nearby, you have a pretty good idea where we're looking.<sup>2</sup> The company's two newest hotel additions include the Islander Resort in Islamorada and the Hotel Playa Media Luna in Isla Mujeres, just off the Cancun coast.

Tipping his hat to the obvious, Ellert describes the benefit he sees in having a carefully selected system of top-of-class outfitters. <sup>3</sup>Expedition Outfitters is going to save our customers time planning their next adventure, wherever it may be. After all, when you want to know who to fish or dive with, we know the Guy who knows the guy<sup>1</sup>, guaranteed.<sup>2</sup>

About Guy Harvey Outpost Resorts  
[www.guyharveyoutpost.com](http://www.guyharveyoutpost.com)

Guy Harvey Outpost Resorts is based in Ft. Lauderdale, Florida. In keeping with the reputation of Guy Harvey as conservationist and explorer, the company's mission is to inspire travel to unique destinations, promote sustainability and engage guests in environmentally responsible and memorable recreational activities.

The company's lodging portfolio is organized into the Signature and Expedition Collections. Signature properties carry the Outpost brand name and operate in accordance with the company's brand standards. These include the Guy Harvey Outpost St. Pete Beach, the Islander Resort, a Guy Harvey Outpost in Islamorada, Florida and the Guy Harvey Outpost, Galapagos Islands, a 30 unit eco lodge and research field station now approved for construction on the island of San Cristobal.

Properties in the Expedition Collection retain the identity and character of their independent owners, with Outpost providing sales, marketing and on-line reservations support. Expedition Collection members include Bahamas properties Blackfly Bonefish Lodge at Schooner Bay, Green Turtle Club and Old Bahama Bay Resort & Yacht Club, West End. The company is now in Isla Mujeres, Mexico with its newest member, Hotel Playa Media Luna, located offshore of Cancun.

The company was founded in 2007 by Mark Ellert, a veteran hospitality developer, and is co-owned by Dr. Harvey, Bill Shedd and Charles Forman. Shedd is the owner of AFTCO, recognized worldwide for its big-game fishing tackle and merchandise. AFTCO is the official licensee of Guy Harvey sportswear. Forman is a practicing eminent domain lawyer and early partner of Dr. Harvey in the growth of his licensing and publishing activities.