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Contact: John Bell

johnbell@bellsouth.net

954-766-2794

Guy Harvey Resorts Comes Ashore on Lake Okeechobee at Okee-Tantie Campground with Plans for a Freshwater Resort RV Park Destination

Park to Target RVers, Anglers, Hunters and Eco Enthusiasts

OKEECHOBEE, FL—JULY 22, 2015—Guy Harvey, one of the foremost saltwater sport fishing brands, has planted its Guy Harvey Outpost Resort flag on the shores of a legendary freshwater destination, Lake Okeechobee.

Guy Harvey Outpost Resorts along with RV campground developer Elite Resorts have received a unanimous approval from the Okeechobee County Commission to transform the sprawling Okee-Tantie Campground and Marina into a bucket list vacation destination for North America's nation of RV and boating/fishing enthusiasts.

Re-development plans for the popular park, first opened in 1970, include expansion of wet slips and a new 75 slip boat barn, a Guy Harvey Outfitter Store, 370 RV pads with all new utility services, 60 rental cabins, a new 10,000 sq. ft. waterfront lodge with pool and amenities and renovation/expansion of a 7,500 sq. ft. restaurant to include a new Tiki-bar overlooking the marina. The partners intend to reopen the former Lightsey's Restaurant as Guy Harvey's Fish Camp Grill and Anglers Bar.

Phase I efforts will include renovation and expansion of the restaurant/marina bar, marina upgrades, boat barn, the Outfitter store and delivery of the club lodge with 220 RV lots and 20 cabins. Reopening is scheduled for spring, 2017.

Situated within a two hour drive to some 18 million Floridians and a popular destination for America's estimated 8 million RVers, the year-round recreation area is located on the north shore of Lake Okeechobee and the mouth of the Kissimmee River.

"This is one of the unique spots in Florida," said Ed Mayer with Elite Resorts. With new improvements and professional resort management and promotion, this venue will unquestionably reclaim its reputation as the premier resort RV destination on Lake Okeechobee."

"We haven't waived in our commitment to find a home on Lake Okeechobee,' adds Mark Ellert, President and co-founder of Guy Harvey Outpost. "Angling is a part of our DNA, and there are millions of fresh water anglers who know Lake Okeechobee for its top-of class fishing. The marriage of legendary fishing with land yachting

make for an incredible new Guy Harvey Outpost market for our legions of freshwater fishing and eco-tourism enthusiasts.”

Guy Harvey, who holds a Ph.D. in fisheries biology, is known among artists as the “Audubon of marine illustration” for his accurate depiction of gamefish, flora and fauna. Outpost co-founder Bill Shedd, is the owner of AFTCO, manufacturer of premium sport fishing tackle and apparel, including Guy Harvey branded sportswear. Both Harvey and Shedd are trustees of the International Game Fish Association (IGFA), are prominent conservation advocates, and oversee separate marine research institutes on the east and west coasts of the United States.

“I’m a family man first, and then comes science, art, education, and fishing’, says Dr. Harvey. “It’s a big pot to stir, but we’re going to stir it up on the banks of Lake Okeechobee and serve up a real good time at this new Guy Harvey Outpost Resort.”

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About Guy Harvey Outpost Resorts

www.guyharveyoutpost.com

Guy Harvey Outpost is based in Ft. Lauderdale, Florida. The company’s activities are focused on promoting the Guy Harvey lifestyle experience in hospitality projects and travel expeditions. The company also represents professional outfitters offering fishing and diving services for Outpost customers. Through the company's GHOFish program, Guy Harvey Outpost Resorts promotes scientific angling expeditions, tournaments and charters.

The company was founded in 2007 by Mark Ellert, a veteran hospitality professional, 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. Both Harvey and Shedd are trustees of the prestigious International Game Fishing Association, IGFA and oversee, respectively, the Guy Harvey Research Institute and Hubbs Seaworld Research Institute. Forman hails from a pioneering Florida ranching family, and is a practicing eminent domain lawyer with offices in Ocala and Ft. Lauderdale. He is an early partner of Dr. Harvey in developing his licensing and publishing activities, travelling the world with Guy in various fishing, diving and photographic expeditions.

About Elite Resorts

www.eliteresorts.com

Elite Resorts is known for providing a top-notch experience at a great value at amenity rich, family friendly RV resorts in Florida and Connecticut. Elite Resort managed properties include Citrus Valley in Clermont, Florida; Salt Springs in Salt

Springs, Florida; and Strawberry Park in Preston, Connecticut. The company also promotes events at those properties, including the Bluegrass and Cajun Zydeco festivals.

About Guy Harvey

www.guyharvey.com

Guy Harvey is a marine wildlife artist and conservationist who earned a Ph.D. in Fisheries Biology. His depictions of marine life, especially of sportfish such as marlin, are very popular with sport fishermen and have been reproduced in prints, posters, t-shirts, jewelry, clothing, and other consumer items. Harvey is also a very vocal and active advocate for marine conservation, having established the Guy Harvey Research Institute at Nova Southeastern University of Fort Lauderdale, Florida as well as the Guy Harvey Ocean Foundation, an organization that funds marine conservation research and educational initiatives.