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## **ANGLR ANNOUNCES PARTNERSHIP WITH FISH RULES**

*Integrated Content Between ANGLR and Fish Rules Enhance Experience for Anglers*

**Pittsburgh, Penn. (September 19, 2018)** – ANGLR, the company creating innovative technology for the fishing industry, announced today its new partnership with Fish Rules, LLC, producers of the innovative Fish Rules app that helps anglers identify their catch and understand the applicable recreational fishing regulations. In a powerful collaboration, the two teams will share their unique data capabilities to deliver an enhanced experience for users of both applications.

ANGLR is the creator of the cutting-edge fish tracking app that seamlessly records trips, catches, waypoints, weather and water conditions. Users capture detailed locations, trends and statistics to improve their skills while collaborating with friends and comparing results with the broader fishing community. Recording key fishing trip information is easy with ANGLR's optional Bluetooth-enabled tracking devices, such as the ANGLR Bullseye. A convenient button, Bullseye records catch details and waypoints with a simple click.

Fish Rules provides recreational saltwater fishing regulations for state and federal waters from Maine to Texas. The intuitive design of the app quickly tells anglers if a fish is in season, how many can be harvested, minimum and maximum size limits, and more. By default, Fish Rules filters regulations based on the user's actual location, or anglers can manually set the location. Fish Rules also includes multiple photos and identification clues for most species.

By combining detailed species trends and information, the partnership will offer anglers comprehensive fishing intelligence to enhance their fishing experience while supporting national conservation efforts. In fact, the cooperative is already underway as the companies work to expose data and intelligence around the divisive issue of red snapper behaviors, performance, populations and regulations.

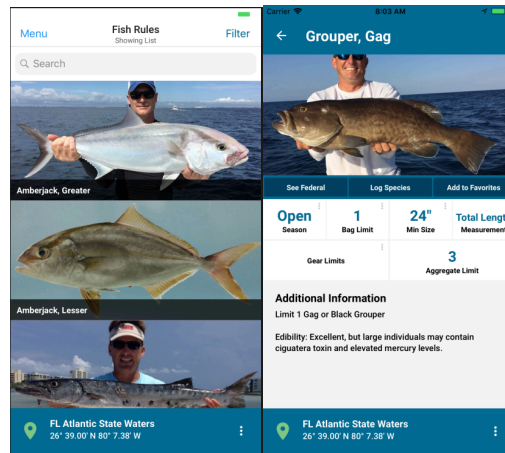
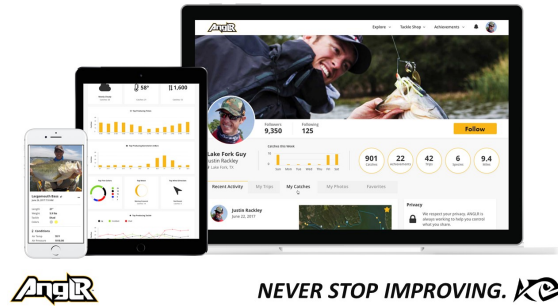
"Our users are passionate about fishing and are constantly looking for easy access to information that helps them improve," said Nicholas Wilson, co-founder and CEO, ANGLR. "With partners like Fish Rules, we're able to provide fishermen with detailed species patterns and regulations that aren't readily accessible today."

"We created the Fish Rules app to take the mystery out of complex fishing regulations," said Rick Blalock, co-founder, Fish Rules. "We are excited to be scaling this material with ANGLR as we contribute to the sustainability of our fisheries while helping anglers better understand their sport."

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Available for Android and iOS, ANGLR and Fish Rules apps can be downloaded for free from Google Play and the Apple App store, respectively. For more specific information about each company's apps and products, please visit [www.ANGLR.com](http://www.ANGLR.com) or [www.fishrulesapp.com](http://www.fishrulesapp.com).

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### **About ANGLR:**

ANGLR is the most intelligent network of passionate anglers constantly improving together. It consists of a free fishing profile accessible across mobile and web, with optional tracking accessories, and a community of like-minded anglers who are passionate about catching more fish, measuring performance, identifying patterns, and collaborating deeper than ever before. [www.ANGLR.com](http://www.ANGLR.com)

### **About Fish Rules:**

Fish Rules app simplifies saltwater fishing regulations into an easy to understand format. With a glance, know if a fish is in season, how many you can keep, how big they have to be, and more. Crisp illustrations and great photos help identify your catch. Swipe an image to see identification clues and additional photos. We are devoted to keeping anglers in the know with the most up-to-date fishing regulations to make their time on the water more fun and worry free! [www.fishrulesapp.com](http://www.fishrulesapp.com).