GUY HARVEY OUTPOST SPLASHES ONTO ST. PETE BEACH

TradeWinds Sandpiper Suites to Become First Guy Harvey Outpost Resort in U.S.

ST. PETE BEACH, Fla. (September 12, 2012) – Over the next few months, the TradeWinds Sandpiper Suites on St. Pete Beach, Fla. will be transformed into Guy Harvey Outpost – a TradeWinds Beach Resort, becoming the first Guy Harvey Outpost in the United States. At an estimated cost of \$3 million, the rebranding of the 211-room beachfront property will begin immediately, with an expected completion date of 2013.

"With its gorgeous beachfront location, the endless water sports activities in the Tampa Bay area, and TradeWinds' continued dedication to sustainable tourism and marine conservation, we found the TradeWinds Sandpiper to be the perfect property to introduce the Guy Harvey brand in the United States," said Mark Ellert, president of Guy Harvey Outpost LTD.

"Through our partnership with Guy Harvey, we are looking forward to furthering our commitment to conservation and education while continuing to provide extensive recreational options for our guests," said Keith Overton, president of TradeWinds Island Resorts. "It is a wonderful addition for our guests and the local and state tourism industry." According to Overton, pending final lender approval, the rebranding project will include:

- Incorporation of the signature Guy Harvey brand throughout the public and exterior spaces of hotel and meeting space, including all artwork, murals, and signage;
- Implementation of a Guy Harvey décor theme in all the guestrooms, which will also receive new carpet, paint, artwork and flat screen HDTVs for completion by December 2012;
- Replacement of existing hotel shop with a Guy Harvey Outfitter Shop, featuring officially licensed Guy Harvey clothing and merchandise; video displays of Guy Harvey content and conservation information; and a master outfitter to book fishing, diving and other water sports adventures;
- Activity and "funcational" programs geared to the younger set called Li'l Guys
- Reimaging of the resort's current restaurant and beach bar to reflect the new Guy Harvey brand;
- Targeted for 2013 is the development of a casual, upscale, marine-themed Guy Harvey restaurant with lounge area, private dining and retail store.

The Outpost property will remain owned and managed by the TradeWinds Island Resorts and will continue to share privileges with its nearby, larger sister property, the TradeWinds Island Grand.

Guy Harvey Outpost – a TradeWinds Beach Resort is located on a strand of beach directly on Florida's Gulf of Mexico, just 30 minutes from Tampa International Airport. For reservations and information, call toll-free (877) 428-4000 or visit www.GuyHarveyOutpostTampaBay.com.

About Guy Harvey

Guy Harvey is a unique blend of artist, scientist, diver, angler, conservationist and explorer. With a Ph.D. in Fisheries Biology, Dr. Harvey is one of the world's most recognized and celebrated marine wildlife artists. His artwork is the foundation of Guy Harvey Inc, a major publishing, merchandising and licensing organization. Harvey is a vocal and active advocate for marine conservation, having established the Guy Harvey Research Institute at Nova Southeastern University of Fort Lauderdale, Florida to provide scientific information necessary for effective conservation and restoration of fish resources and biodiversity. He is a trustee of the prestigious International Game Fishing Association, and founder of the Guy Harvey Ocean Foundation, organized to support initiatives of the institute and other marine research, education and conservation organizations. He is Chairman and co-founder of Guy Harvey Outpost Resorts, emphasizing sustainable tourism, marine conservation and water sports recreation. www.guyharvey.com

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