



PRESS RELEASE

Sam's Tours brings world renowned SharkSchool™ to Micronesia

Dr. Erich Ritter to lecture on shark behavior and shark-human-interaction

Koror/Munich, December 10, 2009 – The waters of Palau are legendary for their all-year resident shark population. Perfect conditions to host an education program on shark behavior and provide a platform for shark-human-interaction.

For the first time, SharkSchool™, a unique shark-human-interaction program, will take place in Palau in September 2010 with Sam's Tours as their exclusive host. Created by shark behaviorist Dr. Erich Ritter, the program is dedicated to bring divers, snorkelers and swimmers closer to sharks, with the intention to show the true nature of these incredible animals. The SharkSchool™ program creates a sound understanding of shark behaviour and teaches its attendants the basic principles of shark body language, the most likely intentions of a shark and how to react on the various encounters.

Says Dr. Erich Ritter, Founder of SharkSchool™: "There are no dangerous sharks, just dangerous situations. Sharks have the worst and most wrongful image of all animals on this planet. Uncountable myths have survived over centuries which have nothing to do with reality. These are the main factors why sharks are hunted, killed and brought to the edge of extinction for no substantial reason. Divers, frequently encountering sharks in the ocean, are a natural target and interest group to learn more about these fascinating animals and help to improve the knowledge of sharks as well as protecting them."

Dermot Keane, Managing Director of Sam's Tours and founder of Palau Shark Sanctuary adds: "Palau has a long history of shark protection. We are proud and defensive of our shark population. Sam's Tours is honoured to host this event and we aim to make a contribution to the worthy cause of improving shark behaviour awareness. Bringing SharkSchool to Palau is the logical next step in continuing to



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educate the general public about the importance of sharks for the survival of our oceans after our President declared the waters of Palau a shark sanctuary.“

SharkSchool™ Palau will take place from September 22 – 28, 2010 at Sam's Tours Palau. The cost for the exclusive one-week all inclusive program includes the lectures with Dr. Erich Ritter, 5 days of diving, accommodation and all meals. Subject to the type of accommodation, prices start as low as 1,829 US\$. The program can be booked through all dive operators working together with Sam's Tours, Wirodive, and through Sam's Tours direct.

Palau's president Johnson Toribiong declared on September 25 in front of the general assembly of the United Nations Palau's Exclusive Economic Zone (EEZ) as the world's first shark sanctuary ever. President Toribiong also called for a global ban on shark-finning and for other nations to follow suit.

For more information & to book the program please visit
www.tourism-unlimited.com/presslounge/SamsTours/sharkschool2010.html

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About SharkSchool™

SharkSchool™ of "Green Marine" (Global Green Marine, Inc.) was established more than 13 years ago in Miami, Florida as the educational division of the Shark Education & Research Center in the Bahamas. Its main purpose is to bring humans closer to sharks, focusing on how to interact with them and to emphasize their crucial position and importance in the marine realm. SharkSchool™ is run by Dr. Erich K. Ritter Ph.D., shark behaviorist and avid conservationist.

About Sam's Tours

Sam's Tours is an independent 5* PADI National Geographic Dive Center and eco-adventure tour company based in Malakal Harbor, Koror, Palau. Offers include scuba dive trips, snorkel trips, rock island tours, land tours, kayak trips and sailing charters. The well-equipped dive center offers the complete range of scuba experiences from introductory Scuba programs through PADI Instructor certification and includes a digital photography and videography shop, technical diving services like rebreather support, authorized Scubapro and Aqua Lung sales & service. Sam's Tours offers complimentary Nitrox up to 36% with proof of certification. Sam's Tours is a leader in efforts to protect the archipelago's natural resources and the only Palau dive center to receive the Palau Conservation Society „Corporate Partner in Conservation 10 Year Award“. Sam's Tours is also a corporate sponsor of the Palau Shark Sanctuary Fund. Sam's Tours is a member of Quality Divers, a dive network promoting a common set of quality standards by its associated members.