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## **Guy Harvey Outpost Resorts Announces Florida Keys Project**

**Ft. Lauderdale, FL— May 28, 2013**—Dr. Guy Harvey, Chairman of Guy Harvey Outpost Resorts, announced today that the popular 139 unit Islander Resort located in Islamorada, Florida is being converted to a Guy Harvey Outpost Resort. As part of the new affiliation, a portion of the resort's recently completed conference center will become the Florida Keys Discovery Center and Theater, dedicated to showcasing the history and environmental conservation efforts of the Florida Keys. To be known as The Islander, a Guy Harvey Outpost Resort, the conversion includes both the current Islander Oceanside and Bayside properties. Work on the Discovery Center and renovations of the resort will begin immediately, according to resort owner David Curry, President of Hobbs & Curry.

“I’ve been a few places in my travels, and few so conveniently offer the beauty and breadth of experiences you can find in Islamorada and the Florida Keys,” commented Dr. Harvey. “As a future Guy Harvey Outpost, the Islander is a wonderful opportunity for our Outpost brand to showcase important efforts in marine research and conservation underway in the Florida Keys, all while delivering a ‘top-of-class’ family vacation experience that celebrates the outdoor lifestyle,” commented Dr. Harvey.

“It’s a grand slam for the Guy Harvey Outpost brand,” exclaims Mark Ellert, co-founder and President of Guy Harvey Outpost. “The fabulous Florida Keys, the prestigious Village of Islamorada, the ever popular Islander Resort and the hospitality expertise of the Curry family – that’s a record catch in our resort book, without question.”

The Islander Resort conversion follows the company’s recent opening of the Guy Harvey Outpost Resort St. Pete Beach and announcement of a planned eco-lodge in the Galapagos Islands. Other Outpost properties are located in the Bahamas out-islands. The conversion and affiliation will include both the Islander’s oceanside and bayside facilities. Under the terms of the conversion to a Guy Harvey Outpost Resort, ownership and management will remain unchanged.

David Curry, an active hotel developer across the Southern United States and owner of the resort since 1999, confirmed commencement of renovation and conversion efforts. “In the Discovery Center, we want to bring history and marine science to life, so we are designing some truly state-of-the-art exhibits that will engage both guests and visitors. Throughout the resort, we are going to introduce a décor inspired by the color and light of the Florida Keys as interpreted by Guy himself and other local artists.”

Renovation work will begin immediately with plans to be complete within the upcoming year. The effort includes new guestroom interiors and extensive upgrades to the lobby and other public spaces and facilities including a Guy Harvey Outfitter for assisting guests with adventure experiences, rebranding the resort’s pool bar and grill into Guy’s Beachside Grill, and converting former meeting rooms into the Trophy Room, a social lounge area for guests and small special events.

Allaying any concern the renovation and conversion will change the Islander’s character, he added, “Furniture and décor have a shelf life, and it’s time for an update. What is timeless, however, is that we and Outpost are both about celebrating our local waterfront setting while creating memorable family vacations. We are both committed to continuing to deliver the Islander’s signature casual Keys’ ambiance that makes the resort so unique and popular. We want to respect the history and reputation of the Islander and only continue to improve even more on what has always been a great resort.”

Curry also underscores there are no plans to modify the resort’s classic and unique entrance sign. “The sign was declared a historical monument some years ago and it has long been an icon in Islamorada.” Set on the diagonal, projecting prominently towards AIA, the sign marks the entrance of the Islander Resort at mile-marker 82.

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

Guy Harvey Outpost Resorts is based in Ft. Lauderdale, Florida. The company’s Signature Properties operate under the Guy Harvey Outpost brand name, the most

recent opening of TradeWinds Sandpiper Suites in St. Pete Beach, Florida and an announced 30-unit eco-lodge planned for construction in the Galapagos Islands, on the island of San Cristobal.

Members of the company's Expedition Portfolio are independently operated and managed boutique sized hotels and lodges in remote destinations that offer superior service and amenities. Member hotels enjoy access to Outpost marketing and its reservation system and on-line booking engine. Expedition Properties include three in the Bahamas: Old Bahama Bay Resort & Yacht Harbour at West End and the Green Turtle Club and Blackfly Bonefish Lodge, both in the Abaco Islands. Affiliation agreements are under negotiation in the Yucatan peninsula of Mexico, Costa Rica and Cayman Islands.

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 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.

**About The Islander Resort**  
**[www.islanderfloridakeys.com](http://www.islanderfloridakeys.com)**

The Islander Resort located in Islamorada, Florida is an icon of the Florida Keys. With a beachfront longer than three football fields, the Islander Oceanside offers the best in casual Keys hospitality to be found in the town that bills itself the "Sportfishing Capital of America."

With its 115 guestrooms and suites spread across 20 acres, the Islander Oceanside offers the best in casual Keys' hospitality with its expansive beachfront and extensive pool and patio areas. Purchased in 1999 by current ownership, this Islamorada institution is now joined with Islander Bayside, a 24-unit villa complex and marina. These two-story two and three bedroom villas are fully equipped vacation homes, all with dramatic sunset views of Florida Bay and the resort's private 14-slip marina basin.

Islander Bayside is located across from the historic Green Turtle Inn, one of the most popular restaurants in the Village of Islamorada, with its colorful décor dedicated to the history of Islamorada. The Island Oceanside enjoys similar neighbors, located across from The Lorelei restaurant, where visitors and residents alike gather for sunset celebrations and the opportunity to share fish stories worthy of the legendary Zane Grey.

Whether on the beach or on the bay, The Islander evokes the feel of Old Florida Keys yet complete with modern facilities and amenities, including the resort's stylish new ballroom and conference center complex overlooking the Atlantic. For work or play, for a short or long term visit, for beach or boating, sunrise or sunsets, the Islander Resort offers it all, in the heart of the fabulous Florida Keys.

### **About Guy Harvey**

[www.GuyHarvey.com](http://www.GuyHarvey.com)

Guy Harvey is a unique blend of artist, scientist, diver, angler, conservationist and explorer, fiercely devoted to his family and his love of the sea. Growing up in Jamaica, Harvey spent many hours fishing and diving with his father along the Island's south coast. He was obsessed with marine life and began drawing pictures of the many different fish he observed.

Born in Lippspringe, Germany while his father was serving as a gunnery officer in the British Army, Harvey is a 10th generation Jamaican of English heritage as his family immigrated to Jamaica in 1664. From his early inspirations, Harvey's natural gift to recreate the underwater realm has propelled him from professor of Marine Biology to a wildlife artist and photographer. Harvey initially opted for a scientific education, earning a Doctorate in Fisheries Management from the University of West Indies.

In 1985, he depicted Ernest Hemingway's famous fishing story 'The Old Man & the Sea' through a series of 44 original pen and ink drawings and displayed them at an exhibition in Jamaica. Based on the positive response he received at the show, Harvey began painting full time and by 1988 was providing custom artwork for use on a variety of products.

Harvey began to travel the world to gain more knowledge of the behavior and activities of marine wildlife. He became an avid scuba diver and skilled underwater

photographer. He pioneered a technique of diving and photographing free-swimming billfish. His personal observations made during these diving expeditions have better enabled him to capture the detail in his paintings that contributes to the popularity of his work.

As an ardent conservationist, Harvey has consistently supported "catch and release" fishing ethics for game fish around the world. He works closely with many conservation organizations to help protect global fishery resources. These efforts today are conducted primarily through the Guy Harvey Research Institute, operating through NOVA Southeastern University's School of Oceanographic Studies, and the Guy Harvey Ocean Foundation.

In 1992, he was appointed as a trustee of the International Game Fish Association (IGFA). Since then, Harvey was voted the IGFA's first ever "Lifetime Achievement Award" and was inducted into the IGFA Fishing Hall of Fame. In 2010, Harvey received the Vasco Nunez de Balboa Grand Officer Award, the highest honor the country of Panama can bestow on a non-Panamanian, for his billfish conservation work in the area. More recently, Harvey was awarded the Simon Combes Conservation Award from the Artists for Conservation organization.

Harvey currently maintains his art studio in Grand Cayman, where he lives with wife, Gillian, and their two children, Jessica and Alex. Whenever possible, Harvey takes his family on fishing and field research trips. As a result, there is a new generation of Harveys demonstrating their father's love and respect of the ocean and all of its creatures.