



Scott Cassell – A Committed Ocean Warrior

San Rafael, CA, 26 October 2012 - Scott Cassell devotes his life to saving the sea and its inhabitants. In recent years, the shark population has dramatically diminished and 73 million sharks are killed every year, mainly for the shark fin soup. To draw attention to their plight Scott went to the Bahamas to demonstrate that sharks are not the killing machines they are portrayed as in movies and other media. In fact, Scott sees them as relatively harmless to humans, and says "I look at sharks like the family dog. We need to save them, there is not much time left."

Scott went specifically to the Bahamas as their shark population, contrary to many other areas worldwide, is still quite intact thanks to government measures initiated several years ago. Scott shot underwater video footage to show how sharks interact with humans and the result is a spectacular short movie: "Eaten by a Tiger Shark?"

The first part of the movie can be viewed on YouTube (search: Cassell Tiger Shark) and on Facebook.com/Luminox which ends with a surprising view into the Tiger shark's mouth – the second part will be released as soon as 33,333 fans have joined the Facebook page of Luminox. Luminox has announced that they will donate US\$ 1.00 to Scott's non-profit organization for each new fan on their Facebook page until they reach the 33,333 fans.

Scott's mission is to protect the shark population from extinction which has far-reaching consequences for the entire ocean ecosystem. With their natural predators vanishing, the giant squids are rapidly overpopulating the oceans, eating tuna and other fish which in turn is endangering these fishes, too.

Luminox partnered with Scott Cassell two years ago to support his non-profit organization, "The Undersea Voyager Project", and to help him spread his message to "Save the Seas". Scott Cassell is a natural fit for the Luminox brand and epitomizes the professional who considers a great watch Essential Gear.

About Scott Cassell

Scott Cassell has been an expert military operative, a counter-terrorism dive instructor for special operations, a sniper, a consultant in the anti-piracy fight, a combat doctor for special operations, and MedEvac flight instructor in the US Army National Guard. Cassell is an underwater adventurer, and relies on Luminox watches as part of his essential diving gear. As a true explorer and a man with high ideals, he is steadfastly committed to his undertakings, with one clearly defined goal: to protect the world's oceans and their inhabitants. Cassell never lets this goal out of sight. He explores the underwater world, documents his discoveries for science and tracks down law breakers whose activities threaten the ocean's ecosystem. Luminox accompanies him on every mission, on his wrist. Luminox also supports his work by selling special edition watches of which part of the proceedings are donated to Scott's non-profit organizations.

About Luminox

Luminox, the original self-powered luminous watch brand, is the watch of choice for U.S. Navy SEALs, F-117 Nighthawk™ Stealth jet pilots and other elite forces. The new Scott special model 3054set was launched just few days ago, part of its proceeding will go to Scott's Undersee Voyager Project. Luminox watches are visible even in total darkness, for up to 25 years, Always visible. Tough, powerful and accurate, Swiss Made: Luminox is Essential Gear. Visit www.luminox.com.

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