

**For Immediate Release**

## **Something Fishy, Inc. Revolutionizes Aquarium Shopping Experience**

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Nowadays, the term “Black Card” is known for its exclusive and posh reputation. This is the feeling that Something Fishy, Inc. wishes to instill in each and every customer that walks through their door.

That is why, starting this February, Something Fishy is proud to announce the launch of their very own Black Card membership, a program that not only invites customers to become part of their unique culture but also take advantage of savings on aquarium supplies and livestock. Black card members will take part in amazing savings on aquarium set ups, equipment and multiple livestock purchases and will receive 10% of every purchase back onto their card for future use.

In addition to the many savings, Black Card Members will also be invited to take part in special events hosted by Something Fishy in which they can interact with other enthusiasts while enjoying a night out. The first event to promote Something Fishy’s Black Card membership is the launch event taking place on Saturday, February 21<sup>st</sup> at 10:00 am. The launch party will include a raffle, free support from one of Something Fishy’s own Marine Biologists, an interactive touch tank and much more.

Something Fishy’s vision is to share the energy and influence of aquariums with people everywhere. It executes against that vision by building aquarium exhibits for commercial and residential clients while offering maintenance services to keep these exhibits spectacular at all times. Something Fishy began as a childhood hobby of CEO Kurt Harrington and today employs a team of biologists, husbandry and administrative team members that maintain the company’s growth and client base. Harrington leads his team by way of the company’s culture, F.I.S.H.: Fun, Irresistible, Simple & Honest. The company’s client roster includes Foxwood’s Resort Casino, Mohegan Sun, Cabela’s, Yale New Haven Hospital, Mystic Aquarium, Google, and many other residential and commercial clients.

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