



## **Official Sharkbanz Statement re Zack Davis Surf Incident**

December 30, 2016

### **From Nathan Garrison, Co-Founder of Sharkbanz:**

As soon as we learned of Zack Davis' injury that occurred on Tuesday, December 27 at Avalon State Park beach (FL), we reached out to him to offer our support and get more details of his shark encounter for our investigation. We are very happy to hear that he is recovering at home and looks forward to being back in the water soon. He told us he still believes in our technology and plans to continue wearing Sharkbanz products.

On Thursday, December 29, I spoke with Zack, who believes that the encounter and bite were a case of rare bad luck. He remarked that the shark was most likely and accidentally provoked when he [Zack] jumped off his board into the water and landed nearby, placing his hand on the sand as he was getting rolled by the wave.

Our scientific partners and shark researchers at SharkDefense Technologies have concurred with this self-defense assessment of the shark's behavior. Managing Partner and Sr. Chemist of SharkDefense Technologies, Dr. Eric Stroud, a leading expert on magnetic shark deterrent technologies, noted, "If the surfer did land on top of the shark or very close to it, the shark would have likely acted defensively to this. While accidental and certainly unlucky, this is essentially a provoked attack from the shark's perspective. If the animal was cornered relative to the shore, the surfer's body, and physical contact occurred near the shark's head, the shark acted as expected. In a provoked attack situation, shark repellents are no longer effective."

Additionally, Dr. Stroud believes that the Sharkbanz being worn on the opposite wrist could have been the very reason the shark let go of Zack's affected arm so quickly and fled the scene. "Such types of encounters are very rare; this attack was certainly a very unique chain of events. Sharkbanz were designed to reduce unprovoked investigatory bites of the ankles, calves, and feet, which is the most common bite site for the United States. I believe that permanent magnet technologies and Sharkbanz remain effective for these situations."

Sharkbanz continues to work with the press covering this event in order to properly relay the facts and science behind our product's technology. We have always been very upfront and honest about what Sharkbanz' deterrent technology can and can not do on our website and packaging. Sharkbanz will reduce the risk of shark interactions but there is no 100% guarantee that interactions will not take place. Sharkbanz are meant to deter curious sharks from biting a person while in investigative, unprovoked mode.

We would like to thank all our retailer partners and customers for their continued support and belief in the Sharkbanz brand and technology. Our company remains dedicated to the development, testing and success of our products in order to offer surfers, swimmers and all beach goers a safer way to enjoy the ocean.

Visit [www.sharkbanz.com](http://www.sharkbanz.com) to learn more about our technology, products and customer testimonials.

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