

FOR IMMEDIATE RELEASE

Esca Global Asia opens for business in Hong Kong

Bergen, Norway, January 26, 2010 - Esca Global, the Norway-based company that manufactures and distributes Esca[®], one of the hottest products in the sports fishing market, announces the establishment of Esca Global Asia in Hong Kong.

Inspired by nature's living lights, Esca[®] attracts fish and is expertly integrated into small units that are used as add-ons to any lures or tackle. Esca's microchip technology generates its own energy in salt water, and needs no batteries. Anglers around the world are winning competitions and setting personal records with Esca[®].

"With more and more requests for our products coming from customers in various Asian countries as well as Australia, we saw the need to set up an office in Asia," explains Morten Dale, Managing Director of Esca Global's main office in Norway.

"It's all about being closer to our customers," continues Morten. "Having an office in Hong Kong enables us to be more responsive to our customers in Asia and Australia. Not only will the logistics be easier and less costly, but we'll be able to focus on any special needs that are inherent in these markets.

Esca Global Asia will be fully operational following the conclusion of Chinese New Year celebrations in February.

Esca Global now has offices on three continents: Europe, North American and Asia. Distributorships for some countries are still available. For more information about Esca's current offerings, please visit www.escaglobal.com or contact Esca Global Asia's media contact.

About ESCA Global AS

Esca Global AS has developed and patented a new and revolutionary technology based on the sea's own methods for catching prey using lure lights as bait. Esca Global AS is the only company in the world to offer lights that imitate the biological lure lights and electromagnetic fields used in nature by marine life forms. Esca Global's head office is located in Bergen, on the Norwegian west coast, with international sales offices in the USA and now also in Hong Kong.

About ESCA Global (Asia) Ltd

Esca Global (Asia) Ltd was established in Hong Kong in January 2010 to respond to increasing demands for Esca's products from the Asia Pacific region. Esca Global Asia is incorporated in Hong Kong and will spearhead the sales expansion of Esca's unique sports-fishing technology, which imitates the ocean's lure lights and electromagnetic fields, in Asia and Australia.

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