

ROLF C. HAGEN (UK) LTD. PRESS RELEASE

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Fish Tank King joins Rolf C. Hagen



'Fish Geek' Francis Yupangco, star of National Geographic's Fish Tank Kings is joining the Hagen USA team as Aquatics Development Manager.

Exceptionally qualified, Yupangco holds a BSc. in marine biology from Simon Fraser University in Vancouver, Canada and an MBA from Royal Roads University. His work experience ranges from designing and managing complex marine habitats to overseeing market development plans for global corporations.

"Being on Fish Tank Kings has allowed me to help encourage new audiences to become interested in aquariums. My role as Aquatic Development Manager at Hagen will allow me to take my passion for aquariums to another level and positively impact many aquarium enthusiasts. I will be able to influence the development of Hagen's aquatic brands with a focus on simplicity and innovation," said Francis.

"We're very excited to welcome Francis on board," said Rolf Hagen Jr., President and CEO of Rolf C. Hagen Inc. "His skills and experience make him ideal for the position of aquatic development manager. He's not only very well versed in marine biology, he also has a great grasp of marketing and market development, which enables him to look at things from a variety of angles."

Francis is a marine biologist with over 20 years of professional aquarium experience and an avid explorer having visited 38 countries and lived in 7. At 17, he was among the youngest aquarists ever hired by the Vancouver Aquarium, where he worked for 7 years. His aquarium experience ranges from larval fish rearing to the design, construction and operational management of renowned public aquariums around the world.

Prior to joining Hagen, Francis served as Director of Marketing and Business Development at Living Color Enterprises. While at Living Color, he worked with a variety of corporate entertainment clients including Disney, Sea World, Rainforest Café and the Florida Marlins Major League Baseball team.

Francis was also Director of Operations at Issham Aquatics International, where he led aquarium operations at 30 locations across four countries, including major tourist attractions and government.

Now at Hagen, Yupangco is looking forward to building on the reputation of some of the aquatic industry's most iconic brands. "This is an exciting opportunity," he said. "The aquatic brands in our portfolio have always stood for quality; and the company's commitment to advancing aquatic technology and responsible pet care is second to none, so I am very proud to be associated with Hagen. The recent launch of www.fluvalaquatics.com and Fluval's social media initiatives is exciting. I will be able to really interact with our aquarium enthusiasts to discuss everything from fish breeding to LED lighting and water quality. I look forward to simplifying aquarium keeping through innovation to make the hobby enjoyable and easy for everyone."