



UNITED STATES DEPARTMENT OF COMMERCE  
National Oceanic and Atmospheric Administration  
NATIONAL MARINE FISHERIES SERVICE  
Silver Spring, MD 20910

## NMFS Launches Android App to Encourage the Live Release of North Atlantic Shortfin Mako Sharks

The National Marine Fisheries Service (NMFS) has developed a free application (app) to encourage the live release of North Atlantic shortfin mako sharks (*Isurus oxyrinchus*). The app is called "Release Mako." Release Mako is an app designed for Android powered smartphone devices, and is available at no cost through the Android Market.

With Release Mako, commercial and recreational fishermen can share information about shortfin mako shark releases from Android mobile devices while still on the water. The app uses a device's built-in GPS, when available, to fill in location coordinates on the shortfin mako live release data form. The catch and release reports submitted through the app are used to populate an interactive web map that allows fishermen to put their mako on the map. Release Mako also provides current information on shortfin mako stock status and regulations, along with details on tagging programs and safe handling and release guidelines.

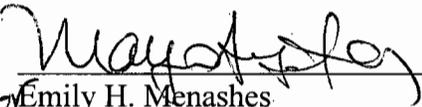
The Release Mako app complements the recently launched shortfin mako live release web page. You can find the Release Mako App and the main shortfin mako live release webpage and web map at the following links:

App Page: <http://www.nmfs.noaa.gov/sfa/hms/shortfinmako/app.htm>

Main Page: <http://www.nmfs.noaa.gov/sfa/hms/shortfinmako/index.htm>

Web Map: <http://www.nmfs.noaa.gov/sfa/hms/shortfinmako/Map/index.htm>

For further information on the app, or to request outreach materials, please contact the Atlantic Highly Migratory Species Management Division by phone at 301-713-2347, or by email at [shortfinmako@noaa.gov](mailto:shortfinmako@noaa.gov)

  
for Emily H. Menashes  
Acting Director, Office of Sustainable Fisheries

6/30/2011  
Date

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