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April 2009

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WILD PLANET INTRODUCES NEW LINE OF SUSTAINABLY CAUGHT PREMIUM CANNED SEAFOOD



McKinleyville, CA -- Wild Planet Foods, a packaged seafood company committed to producing the finest tasting, sustainably caught wild seafood is proud to introduce their complete product line of **Wild Albacore Tuna, No Salt Wild Albacore Tuna, Wild Skipjack Light Tuna, Wild Sockeye Salmon, Wild Pink Shrimp** and **Wild Albacore Tuna for Food Service**.

A 100% US owned company, Wild Planet sources this premium line of canned seafood in the pristine waters of the North Pacific, a natural habitat of albacore, salmon and pink shrimp. With three company-owned docks, Wild Planet is the first receiver of each catch from the small, artisanal vessels who practice the most sustainable fishing methods to preserve the marine habitat and prevent depletion of species. Their exclusive use of pole and troll fishing techniques eliminates the bycatch of sea turtles, seabirds, sharks and other fish that are commonly killed or mortally wounded by the longline methods used by boats supplying the national branded seafood companies.

Founder and company president Bill Carvalho states, "The oceans are imperiled. Wild Planet strives to take a leadership role by sourcing seafood caught only by responsible catch methods in well managed fisheries. Wild Planet utilizes resources like Seafood Watch® to make selections of best choice fisheries that comprise our product line. We hope to influence consumers to choose products sourced from exemplary fisheries which can contribute to a world-wide shift to better fisheries practices."

Sourced in the Pacific Northwest from smaller migratory fish which accumulate less mercury, **Wild Albacore Tuna** contains half the mercury of national branded tuna, a health concern important to consumers and an issue receiving widespread news coverage. Unlike national brands, Wild Planet Albacore contains whole tuna chops, hand packed and cooked only once in the can to capture the fresh, natural flavor and to retain six times the valuable Omega 3 as compared to national brand albacore tuna. With no additional water, oil, preservatives or chemicals, each BPA free can with convenient pull-top lid ensures great tasting, premium albacore tuna in its natural juices at a very competitive price per useable ounce. Kosher certified and also available in a No Salt variety, each 5oz can is packed 12 per case, with an SRP of \$3.79.

Wild Planet also offers **Wild Skipjack Light Tuna**. This low mercury species is sustainably caught by pole fishing in the North Pacific and has exceptional flavor and firm texture. Skipjack Light is processed in the same manner as Wild Planet Albacore Tuna, cooked once in the can to retain extraordinary taste and valuable Omega 3. Kosher certified and packed in BPA-free 5oz pull top cans, Wild Planet Skipjack Light Tuna is packed 12 per case with an SRP of \$2.99.

Skinless, boneless and naturally rich in Omega 3, Wild Planet **Wild Sockeye Salmon** is sourced from clear, sparkling Alaskan waters by US commercial fishing families who are committed to providing sustainably caught, carefully handled fish for Wild Planet. Rich and flavorful, Wild Sockeye Salmon is Kosher certified and packed in 7.5oz cans, 12 per case with an SRP of \$5.99. Wild Planet also offers Pacific Northwest **Wild Pink Shrimp**, processed in the only cold water shrimp cannery in the United States. Sweet and delicate and with a clean, natural taste, Wild Planet Shrimp does not contain phosphates or anything artificial, and is available in 4oz cans, 12 per case with an SRP of \$4.99.

An eco-conscious new choice for the food service industry, Wild Planet offers low mercury Albacore Tuna Fillets in a 2 pound shelf stable pouch, a premium product ideal for progressive food service operations. This rich flavored, firm textured albacore tuna is cooked only once and does not contain added water or oil, resulting in a full 32 ounces of useable product with six times the Omega 3 as compared to national brands.

The complete Wild Planet line is available through national natural and specialty distributors. For additional distribution information contact Justin Desiderio, VP Sales at justin@wildplanetfoods.com or 631-368-5287.

About Wild Planet

Founded in 2004, Wild Planet's mission is to produce safe, nutritious, great tasting seafood from sustainable fisheries. 100% US owned and based in McKinleyville, CA, Wild Planet operates three Pacific Northwest docks where selection and delivery of fish is taken directly from the incoming boats. Many boat owners are also Wild Planet shareholders with a vested interest in providing the best quality product on the market in compliance with our mission. Wild Planet is thus one of the very few packaged seafood companies that can oversee strict quality control from fishhook to store shelf. The Albacore, Skipjack, Shrimp and Salmon that Wild Planet provides are noted as BEST CHOICES by the Seafood Watch® program. The Albacore has been selected as Best Canned Tuna by **Men's Health** magazine and has won the prestigious Gold Star Award from **Sante** magazine. For additional information, visit www.wildplanetfoods.com.