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April 2010

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WILD PLANET FOODS INTRODUCES PREMIUM, FLAVORFUL DUNGENESS CRAB MEAT

Pacific Northwestern Delicacy is the Latest Addition to Sustainably Caught Canned Seafood Line

McKinleyville, CA -- Wild Planet Foods, a packaged seafood company committed to producing the finest tasting wild seafood, announces the addition of **DUNGENESS CRAB MEAT** to their line of sustainably caught canned seafood products -- Wild Albacore Tuna, Wild Skipjack Tuna, Wild Alaskan Sockeye and Pink Salmon, Wild Pink Shrimp, and Wild California Sardines.

Native to the cold, clear waters of the Pacific northwest, Wild Planet sustainably caught Dungeness crab is widely recognized as the king of all crab for its sweet flavor and delicate texture, providing Omega 3, protein and 50% of the daily value of calcium per serving. Each can offers 6 ounces of premium crabmeat meticulously hand picked from the shell and ready to enjoy as an icy crab cocktail, lightly steamed with fresh lemon and melted butter, or as a special addition to omelettes, salads or dips.

“One of the highlights of living in Northern California is feasting on Dungeness crab,” remarks Wild Planet President Bill Carvalho. “We are happy to share this culinary delight with our customers nationwide with the launch of our six ounce can of meat picked from “ live-cooked" fresh crabs. Now, a Crab Louie or Dungie Dip can be enjoyed anywhere."

Wild Planet Dungeness crabmeat is packed 12/6oz cans per case with a suggested retail price of $ 17.99.

Wild Planet has also recently introduced sustainably caught Wild Albacore Fillets in glass jars. Thickly cut and cooked only once, these Albacore Fillets offer premium taste and exquisite texture. Unlike most glass jarred tuna which is precooked and packed in oil, Wild Planet Albacore Fillets contain no added water, oil or broth -- simply hand selected Albacore fillets in natural juices loaded with Omega 3. Wild Albacore Tuna Fillets are sourced from a Pacific troll-caught albacore fishery and are naturally low in mercury. An impressive addition to any meal, these pristine fillets offer a full bodied, fresh tuna flavor that is the signature of Wild Planet. Packed 12/4.5oz jars per case, Wild Albacore Tuna Fillets have a suggested retail price of $5.99.

Carvalho comments, “Ours is simply albacore fillet cooked in the jar. The natural oils and flavors of the tuna are not lost; instead, they are captured in the jar for what I think is the best flavored and purest tuna of all.”

These new products are available along with the complete Wild Planet line through national natural and specialty food distributors. For additional distribution information, contact Tim Fiorino at tim@wildplanetfoods.com or 206-660-1453.

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 works closely with numerous environmental agencies to ensure that standards for sustainability are consistently met or exceeded, and strives to educate consumers of better, safer seafood choices at retail. Wild Planet Albacore Tuna has been selected as Best Canned Tuna by **Men’s Health** magazine, has been noted as a “HIT” by Supermarket Guru Phil Lempert, and has won the prestigious Gold Star Award from **Sante** magazine. For additional information, visit www.wildplanetfoods.com, and follow us on Facebook and Twitter.

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