

NEWS RELEASE

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Ocean Choice International's new brand invites customers to *See Food Differently* *Well-known seafood company launches new brand, logo and website*

St. John's, NL – Ocean Choice International (OCI) today launched a fresh new corporate brand focusing on the Company's three pillars: customer service, product quality and sustainability. The new brand, logo, tagline - *see food differently*, and website aim to raise awareness of the company, its quality products and sustainable fishing practices.

“Our new brand aligns with our business strategy for current and long-term success,” said Martin Sullivan, CEO. “The fresh design echoes our commitment to sustainability, innovation and leadership and gives our customers a sense of our premium seafood products and our commitment to meaningful business relationships.”

The creative look of OCI's new brand positions seafood products from a different perspective – up-close and personal – that allows customers to see the texture, colour and detail of the company's premium products.

It also helps focus on OCI's sustainability pillar. “We call it *Always Fish*, and it means we're committed to new and progressive thinking,” said Sullivan. “Three of our major fisheries have been recognized with MSC certification and we are working diligently to have all of our products third-party accredited by 2013.”

The new brand also positions OCI for the future as one of Canada's largest wild seafood quota holders. “As we see recovery in several key species, OCI, as a vertically integrated seafood company, will evolve and grow,” said Sullivan. “Our customers recognize our three pillars – service, quality and sustainability – as features that set good suppliers apart. Our new positioning supports our differences and leadership.”

OCI launched its new brand in time for the 2011 International Boston Seafood Show, March 20-22.

“What better venue than the Boston Seafood Show, amongst industry colleagues, customers and friends to launch our new brand,” said Sullivan.

OCI is one of Canada's leading vertically integrated seafood harvesting, processing and marketing companies with operations throughout Atlantic Canada and Sales and Marketing offices around the world. As Canada's largest wild fish quota holder, OCI is a leader in fishing and processing technology and market development.

OCI's new brand can be experienced at www.oceanchoice.com.

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