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FOR IMMEDIATE RELEASE

Pioneer of Sustainable Seafood Expands Successful Gluten Free Offerings

October 14th, 2010: With the introduction of two more new items, EcoFish's Henry & Lisa's Natural Seafood brings the total to nine retail items that are gluten-free. Both new items, *Wild Alaskan Teriyaki Salmon Burgers* and *Battered Wild Alaskan Salmon Fillets* are certified gluten free, and line extensions of extremely successful value-added coated and burger lines.

Over three million Americans currently suffer from gluten intolerance, known as Celiac Disease, with that number expected to potentially grow ten-fold over the next few years, as more and more Americans are diagnosed. The gluten-free market in the US is growing over 25% per year, and is expected to be a \$1.7 billion market in 2010.

Henry Lovejoy, President and Founder of EcoFish states: "Henry & Lisa's Natural Seafood is committed to developing and pioneering sustainable seafood products for the 3 million Americans who suffer from gluten intolerance, so that they too can share in the wonderful health benefits of seafood and support sustainable fisheries at the same time."

Among the sustainable and all natural seafood items now available from Henry & Lisa's that are gluten-free:

Frozen:

- ***New!* Wild Alaskan Teriyaki Salmon Burgers**
- ***New!* Battered Wild Alaskan Salmon Fillets**
- Wild Alaskan Salmon Burgers
- Battered Wild Alaskan Fish Nuggets
- Celebrity Chef Mahimahi w/ Caribbean Marinade
- Natural Shrimp
- Wild Alaskan Salmon Portions

Canned:

- Solid White Sashimi Grade Albacore Tuna
- Wild Alaskan Pink Salmon

About EcoFish: EcoFish pioneered the sustainable seafood category in 1999. EcoFish sources seafood exclusively from environmentally sustainable fisheries, as determined by an independent Advisory Board comprised of some of the world's leading marine conservation scientists. All products are always 100% all natural, and can be found in over 3,500 grocery stores and 100 restaurants nationwide.

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