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**FOR IMMEDIATE RELEASE**

**Pioneer of Sustainable Seafood is Industry's First to Embrace Nation's Exploding Demand for Gluten Free**

**October 13th, 2008:** With the introduction of two more new items, EcoFish's **Henry & Lisa's Natural Seafood** brings the total to eight retail items that are gluten-free. Both new items, **Wild Alaskan Salmon Burgers** and **Battered Wild Alaskan Fish Nuggets** are certified gluten free.

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 by 2010.

Henry Lovejoy, President and Founder of EcoFish states: "Henry & Lisa's Natural Seafood is committed to developing and pioneering 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 seafood items now available from Henry & Lisa's that are gluten-free:

Frozen:

- Wild Alaskan Salmon Burgers
- Battered Wild Alaskan Fish Nuggets
- Celebrity Chef Mahimahi w/ Caribbean Marinade
- Natural Shrimp (cooked and uncooked)
- 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 3,000 grocery stores and 100 restaurants nationwide.

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