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FOR IMMEDIATE RELEASE

World's Largest On-Line Retailer Features Award Winning Henry & Lisa's Natural Seafood Line

July 29th, 2008: Consumers nationwide now have immediate access to the sustainable seafood pioneer's natural, safe and delicious seafood! Earlier this month, Amazon.com added ten of EcoFish's **Henry & Lisa's Natural Seafood** branded retail items to their offerings.

Among the sustainable seafood items now available to Amazon shoppers:

Frozen:

- Celebrity Chef Wild Alaskan Salmon w/ Asian Ginger Marinade
- Celebrity Chef Bay Scallops w/ Japanese Glaze
- Celebrity Chef Mahimahi w/ Caribbean Marinade
- Wild Alaskan Fish Nuggets
- Natural Shrimp
- Marinated Wild Alaskan Teriyaki Salmon
- Marinated Caribbean Mahimahi
- Wild Alaskan Salmon Portions

Canned:

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

Henry Lovejoy, President and Founder of EcoFish states "It is wonderful that Amazon, the world's largest online retailer, is making our sustainable seafood available to its shoppers. It's been a big summer for EcoFish, between being selected for three prestigious Silver Finalists Awards from NASFT and now being featured on Amazon. On-line sales are very robust right out of the gate. This further reinforces our reputation of exclusively utilizing only the highest quality all natural sustainable seafood and ingredients, and that Henry & Lisa's Natural Seafood is the premium seafood brand for your family."

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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