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FOR IMMEDIATE RELEASE

EcoFish Rated Single-Best Environmental Choice in Seafood

January 24th, 2011: The Better World Shopping Guide www.betterworldshopper.org has for the second year in a row rated EcoFish / Henry & Lisa's Natural Seafood as the single best environmental choice in the seafood industry. EcoFish was awarded the sole **A+ Ranking** and is listed as a "**Green Hero**", "based on overall social and environmental impact and being head and shoulders above the rest". The Guide lists the seafood industry as one of the top ten industries that needs to change to make the most difference for people and the planet.

The Better World Shopping Guide is a handbook and website dedicated to providing people with a comprehensive, up-to-date, reliable account of the social and environmental responsibility of every company on the planet AND making it available in practical forms that individuals can use in their everyday lives. Coming out of more than 5 years of intensive research, this work is based on a comprehensive database of over 1000 companies and utilizes 25+ reliable sources of data to cover everything from the environment to human rights, community development to animal protection.

Henry Lovejoy, President and Founder of EcoFish states: "We are thrilled to again be recognized as the best environmental choice in seafood. EcoFish pioneered the sustainable seafood category over ten years ago and we have worked tirelessly to impact positive change for the future of our oceans. Today the industry is starting to embrace sustainability as the future of our industry, which is a victory for everyone, including fish."

Author of The Better World Shopping Guide, Dr. Ellis Jones, states "Too many books discuss the world's problems without offering actions that the average person can take to make a difference. Our book is completely action oriented. We give you all the necessary information, making each action as simple as possible. EcoFish is an excellent example of a company with a progressive business model that is helping move a big industry toward better environmental stewardship."

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 100% all natural, and can be found in over 4,000 grocery stores nationwide, including Whole Foods and Super Target, and in 100 white tablecloth restaurants.