



## PRESS RELEASE

### **For Immediate Release**

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Photos attached

Samples Available

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## **Now You Can Have Your Canned Tuna (or Salmon) and Eat it Too**

Dover, New Hampshire – February 15, 2006 -- EcoFish launches the country's first nationally distributed premium quality canned tuna and canned salmon that has been independently tested through Seafood Safe LLC by certified labs for mercury and PCB's. Each can has an easy to read panel displaying the Seafood Safe label which provides consumption recommendations based on the EPA's Guidance for Assessing Chemical Contaminant Data for Use in Fish Advisories.

The American Heart Association and the USDA recommend eating seafood, which is low in saturated fat and contains omega-3 fatty acids that reduce the risk of cardiovascular disease. But the FDA and the EPA warn that some fish contain dangerous levels of mercury and PCBs. With the assistance of the Seafood Safe label, consumers can benefit from the heart healthy attributes of the omega-3 rich EcoFish tuna and salmon, without exposing themselves to dangerous levels of contaminants.

You can feel good about eating canned tuna and salmon from EcoFish. Since 1999, EcoFish has pioneered seafood products that are solutions to consumer's health and environmental concerns. The sashimi grade, solid white meat Albacore tuna from the Pacific NW, and the boneless and skinless wild Alaskan salmon are both hand filleted, packed and cooked only once in their own natural juices.

EcoFish was founded in 1999 by Henry and Lisa Lovejoy to address consumer's environmental concerns regarding seafood. Their vision was to provide consumers with premium quality seafood from sustainable fisheries. In 2005, Henry launched Seafood Safe LLC, a company dedicated to providing concerned consumers with a tool to maximize the health benefits of seafood without exposing themselves to dangerous levels of contaminants. Seafood Safe is an independent testing program for mercury and PCB's in seafood, backed up by a label that consumers can trust and easily understand. The idea has proven to be a huge success.

"Consumers have increasingly looked to EcoFish to help sort out this confusing issue for them. The bottom line is our customers care deeply about the environment, but they also care about

their health. Who can blame them?” said Henry Lovejoy, President of EcoFish.

Each EcoFish product displays a Seafood Safe label indicating how many serving size portions consumers can consume each month without ingesting harmful levels of contaminants. The labels are easy to read and use standards derived from the EPA. These are the most comprehensive government guidelines in the U.S. to protect those adults that are at highest risk, women of childbearing age. All EcoFish products are randomly tested through independent laboratories, whose expertise is mercury and PCB testing.

An independent Advisory Panel, made up of some of the leading academics on this subject, advises Seafood Safe on program methodology and reviews standards. A leading national non-profit consumer and environmental Advocacy Organization, serves as the third-party consumer information source regarding advice on consumption and contaminants in seafood. This comprehensive, third party, and independently verified program gives consumers the peace-of-mind that seafood carrying the Seafood Safe label has been randomly tested for mercury and PCB's, and provides strict guidelines for consumption.

### **About EcoFish**

EcoFish is the nation's first and leading supplier and marketer of seafood exclusively from environmentally sustainable sources. EcoFish relies on its independent Seafood Advisory Board, comprised of some of the world's leading marine conservation scientists, to approve all of its product offerings. Nationwide, the company sells fresh seafood to over 150 upscale restaurants and frozen seafood entrees to over 1,500 gourmet, natural and mass market food stores. For product and ordering information call 877.214.3474. [www.ecofish.com](http://www.ecofish.com)

### **Links:**

[www.seafoodsafes.com](http://www.seafoodsafes.com)

[www.epa.gov/waterscience/fish/guidance/html](http://www.epa.gov/waterscience/fish/guidance/html)

[www.epa.gov/ost/fishadvice/volume2/v2ch4.pdf](http://www.epa.gov/ost/fishadvice/volume2/v2ch4.pdf)