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**BLUE HORIZON ORGANIC CAPTURES FROZEN FOOD MARKET
WITH GLUTEN-FREE, MSC-CERTIFIED SEAFOOD BITES LINE**

*Affordable, flavorful Blue Horizon Seafood Bites lure consumers to grocers' freezers
with high quality seafood varieties.*

APTOS, Calif.—March 5, 2009—Realizing a niche for gluten-free dieters as well as everyday healthy, affordable meal solutions, Blue Horizon Organic Seafood Company has broadened its presence in supermarket freezers throughout North America with an array of all natural, value-added entrée and appetizer lines featuring MSC-certified (Marine Stewardship Council-certified), hormone-free and preservative-free seafood. Blue Horizon Organic will exhibit at **International Boston Seafood Show** from March 15-17, in the Boston Convention & Exhibition Center, **Booth 1645**.

Blue Horizon Organic, already the nation's largest supplier of organically-raised, sustainable shrimp, will showcase its new line additions at the show, including its **Blue Horizon Natural Seafood Bites**, a gluten-free, MSC-certified appetizer line made with four high-quality seafood varieties. Recognizing the diet restrictions of an estimated 3 million Americans who live with celiac disease, Blue Horizon Natural Seafood Bites allow a growing market of wheat- and gluten-avoiding consumers to enjoy delicious appetizers and other everyday foods they otherwise could not.

Each box contains 12 pieces at just 80 calories per serving (\$4.99 suggested retail). Products are also free of preservatives, antibiotics and trans-fats. The "Bites" varieties include:

- **MSC-certified Salmon Cake Bites**, made with wild Alaskan salmon
- **Crab Cake Bites**, Maryland-style mini crab cakes made with real crab meat (no substitutes!)
- **MSC-certified Fish & Chip Bites**, featuring Pollock and Northwest potatoes
- **MSC-certified Albacore Tuna Bites**, with sweet chili and ginger

The full line of Blue Horizon Organic includes Crispy Shrimp Appetizers, Organic Spring Rolls, one-step Shrimp Skillet Meals; its Blue Horizon Natural line includes Seafood Bites, Natural Spring Rolls and 32-ounce Vegetarian Skillet Meals; and a variety of on-contract club and private label products. Products are found in better and conventional grocers' frozen food aisles.

Blue Horizon Organic was founded by two respected pioneers in organic foods, John Battendieri and Tim Redmond, who previously built such brands as Millina's Finest Pastas and Sauces, Santa Cruz Organics, VRUIT Juices and Eden Foods. In 2005 they formed Blue Horizon Organic and fulfilled a tremendous demand for sustainable seafood combined with value-added natural and organic entrées and appetizers.

Underscoring the premise that every consumer has the right to clean, sustainable and responsibly-sourced seafood, Blue Horizon Organic only partners with conservation-compliant, third-party-certified operations and wild fisheries. Its model includes using no growth hormones, antibiotics, tripolyphosphates, preservatives, artificial colorings and more, all part of its mission to help protect the health and supply of aquatic ecosystems. Learn more at www.bluehorizonorganic.com.

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