



Contact: Jaap Langenberg, Blue Horizon Organic Seafood Co.
510-295-9880; jaapl@bluehorizonseafood.com, or
Nicole Pietromonaco, Wilson Public Relations
206.838.8977; nicolep@tamarawilson.com

Blue Horizon Organic Seafood Company Introduces First-to-Market Organic Spring Rolls at Fancy Food 2008 *Four Varieties of Frozen, Organically Made Spring Rolls Have Ethnic Flavor Profiles*

APTOS, Calif. – January 7, 2008—While Blue Horizon Organic Seafood Company charts a prolific course of product placements in supermarket freezers throughout North America, the company will introduce its newest addition - branded organic spring rolls - at the 33rd Winter Fancy Food Show, presented Jan. 13-15, 2008 by the National Association for the Specialty Food Trade, Inc., at the San Diego Convention Center. Blue Horizon will exhibit all three days at **Booth 4744**, in the Center's Natural and Organic Pavilion.

The nation's largest supplier of organically raised shrimp, Blue Horizon will showcase its just introduced, first-to-market branded organic spring rolls at the show. Blue Horizon Organic spring rolls are made with organic wrappers, spices, and vegetables, plus two of the varieties include its chemical-free, farm-raised shrimp. Varieties include **Chinese-style Shrimp**, **Thai-style Shrimp**, and two certified organic vegetarian options, **Indian-style Vegetable** and **Thai-style Vegetable**. Eight spring rolls come in each six-ounce box, sold at a suggested retail price of \$4.99. All are MSG-free.

"Consumers want something delicious, organic and easy-to-prepare; the new branded spring rolls speak to that demand with compelling flavor profiles," said Blue Horizon President Chief Operating Officer Jaap Langenberg. "Blue Horizon is committed to bringing clean, hormone- and antibiotic-free seafood to the masses with a versatile line of value-added products."

Blue Horizon's founders, John Battendieri and Tim Redmond, are no strangers when it comes to introducing ground-breaking natural and organic food brands, among them Mr. Natural's Juices, Santa Cruz Organics, Organic Food Products (including Millina's Finest), Eden, and VRUIT juice blends. In founding Blue Horizon two years ago, the partners realized a strong demand for sustainable and organic seafood in offering Blue Horizon Organic Shrimp Skillet Meals, quick frozen shrimp, a line of Crispy Shrimp Appetizers, and other products.

The Fancy Food Show will expose Blue Horizon to tens of thousands of attendees from specialty food, wine, gift and department stores, supermarkets, restaurants, mail-order and other related businesses.

Blue Horizon Organic Seafood Company works under the premise that every consumer has the right to clean, safe, responsibly sourced seafood. The company only partners with organic seafood farms and sustainable wild fisheries which strictly comply with environmental and conservation policies. Strict controls on organic aquaculture provide a model that includes using no growth hormones, antibiotics, tripolyphosphates, preservatives or artificial colorings and that factors in water quality, less density of populations, and organic feed.

Blue Horizon was founded in 2005 to build a branded, consumer-driven seafood business to supply sustainable, wild-caught and organic seafood products to North America — while simultaneously helping protect the health and supply of aquatic ecosystems. Learn more at www.bluehorizonseafood.com.

###