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CATCH GREEN EXPERT SARA SNOW ENDORSING BLUE HORIZON at ALL THINGS ORGANIC

Longtime Follower of Blue Horizon, Sara Snow of the Discovery Network's "Get Fresh with Sara Snow," gets Behind the Line's Sustainable, Clean-farmed Shrimp and Organic, Prepared Frozen Appetizers and Entrées

APTOS, Calif.--(April 9, 2008)—In the past two years, Blue Horizon Organic Seafood Company has firmly captured a foothold as the nation's leading importer of sustainably-raised, clean-farmed shrimp. More recently it reached further by creating relationships with family farms far and wide to source U.S.D.A. Certified Organic (non-seafood) ingredients for its vibrant entrées and appetizers. Its newest feature, however, isn't in the food, but rather in the company it keeps: Green lifestyle expert and television host Sara Snow. As Blue Horizon Organic's new spokeswoman, Snow will feature the line during cooking demonstrations on Sunday, April 27 and Monday, April 28 from 1 to 3 p.m. at the All Things Organic show in Chicago, Booth 3709, McCormick Place South, Level 3, Exhibit Hall A.

During the show, Snow will cook up healthy Blue Horizon Organic dishes and sign copies of the May issue of *Natural Health* magazine — the cover of which Snow graces— right before it hits the racks in late April.

Snow's primetime television series on Discovery Home, "*Get Fresh with Sara Snow*," bridges the gap between the mystique of healthy living and every day life by using tangible examples to help people make healthier choices in food, cleaning products, clothes and even transportation. She notes that Blue Horizon meets many of the same expectations as those of her viewers.

"I hear every day from busy people leading hurried lives, and they want the kind of solution and good-for-you products that Blue Horizon offers," Snow says. "We're all looking for simple ways to create healthier homes and serve healthier foods to our families and friends. Blue Horizon's meal solutions perfectly fit the bill for busy people who want tasty and organic foods at home."

Blue Horizon is the brainchild of two organic foods pioneers. Principals John Battendieri and Tim Redmond previously built such brands as Millina's Finest Pastas and Sauces, Santa Cruz Organics, VRUIT and Eden Foods. Redmond's daughter, who grew up living green under her dad's watchful eye, is none other than Ms. Snow, green expert, TV host and now the company spokeswoman.

Already in better grocers nationwide (from Andronico's in the San Francisco Bay Area, to Dorothy Lane in the Midwest to the Kings Supermarkets in New Jersey), Blue Horizon's popular line includes bagged, IQF certified-clean shrimp, crunchy shrimp appetizers, one-step Skillet Meals and its first-to-market organic vegetable spring rolls—the latter of which is sold nationally at Whole Foods Market.

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 third-party certified farms and wild fisheries which strictly comply with conservation policies. Its model includes using no growth hormones, antibiotics, triphosphates, preservatives or artificial colorings, and it factors in water quality, a low-density population, and organic feed. Blue Horizon was founded in 2005 to help protect the health and supply of aquatic ecosystems. Learn more at www.bluehorizonorganic.com.