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Whole Foods Market Introduces Blue Horizon Organic's First-to-Market Organic Spring Rolls *Shrimp and Organic Vegetarian Spring Rolls* *Underscore the Market's Earth-Friendly Philosophy*

APTOS, Calif. – January 31, 2008—Blue Horizon Organic announced today that through initial distribution with United Natural Foods, Inc., its first-to-market, branded organic spring rolls have found a prominent home on the freezer shelves of Whole Foods Market nationwide. Underscoring the retailer's pursuit to offer the highest quality, least processed, most flavorful foods, the spring rolls perfectly fit the criteria.

"Just like Whole Foods, Blue Horizon Organic recognizes the relationship between the earth and its people; we have a responsibility to our planet through the choices we make, including the food we eat and how we shop," Blue Horizon Chief Operating Officer Jaap Langenberg said. "We're delighted to be included in Whole Foods Market's product offering."

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.

Founded in 1980 as one small store in Austin, Texas, Whole Foods Market® is now the world's leading retailer of natural and organic foods, with more than 265 stores in North America and the United Kingdom. To date Whole Foods Market remains uniquely mission driven: It is highly selective about what it sells, dedicated to stringent Quality Standards, and committed to sustainable agriculture.

Blue Horizon Organic 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 environmental and conservation policies. Strict controls on aquaculture provide a model that includes using no growth hormones, antibiotics, tripolyphosphates, preservatives or artificial colorings, and factors in water quality, less density of populations, and organic feed.

Blue Horizon was founded in 2005 to help protect the health and supply of aquatic ecosystems. Learn more at www.bluehorizonseafood.com.

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