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For Immediate Release

**BLUE HORIZON ORGANIC BLAZES FROZEN FOODS CATEGORY
WITH NEW NATURAL MEAL SOLUTIONS FEATURED AT EXPO WEST**

*Affordable, flavorful Blue Horizon Natural Vegetarian Skillet Meals and
gluten-free Seafood BITES aim to bring more consumers to grocers' freezers*

APTOS, Calif.—February 25, 2009—Filling a niche for gluten-free and vegetarian consumers as well as mainstream consumers looking for healthy, affordable meal solutions, Blue Horizon Organic Seafood Company has broadened its presence in supermarket freezers throughout North America with two new, all natural, value-added entrée and appetizer lines. Blue Horizon Organic will exhibit at **Natural Products Expo West** in Anaheim, Calif., from March 6-8, in the Anaheim Convention Center, **Booth 3681**.

Already the nation's largest supplier of organically-raised sustainable shrimp, Blue Horizon Organic will showcase its new line additions: **Blue Horizon Natural Vegetarian Skillet Meals** and its **Blue Horizon Natural Seafood BITES**, the latter a gluten-free appetizer line made with MSC-certified seafood.

During the show, Blue Horizon Organic will feature its highly cost-effective solution to feed a family of four an all-natural, flavorful entrée: new **Blue Horizon Natural Vegetarian Skillet Meals**, available in four, 32-ounce-packaged varieties (\$3.99 suggested retail): **Penne Marinara, Four Cheese Fettuccine, Pasta Shells and Pesto Sauce**, and **Pasta Twists** (Gemelli pasta in a roasted red pepper cream sauce). Straight from the freezer to the skillet, these natural meals are ready to serve within 10 minutes.

Recognizing the diet restrictions of more than 3 million people domestically who have celiac disease, the company adds a line of flavorful, convenient and gluten-free **Blue Horizon Natural Seafood BITES** to its offering. The line allows a growing market of diet-restricted consumers to enjoy delicious appetizers and other everyday foods they otherwise could not. The BITES varieties include four choices: **Salmon Cake Bites, Crab Cake Bites, Fish & Chip Bites** and **Shrimp Bites**. Each box contains twelve pieces at just 80 calories per serving (\$4.99 suggested retail). Products are also free of preservatives, antibiotics and trans-fats.

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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