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SKUNA BAY SALMON LAUNCHES IN CHICAGO
*Local seafood specialists Fortune Fish Company to distribute
Vancouver Island Craft Raised Salmon to Top Restaurants*

(CHICAGO, IL)— Beginning on March 14, 2012, Skuna Bay, Vancouver Island Craft Raised Salmon will be exclusively offered by local wholesaler Fortune Fish Company to Chicago's best restaurants and throughout the greater Midwest. Skuna Bay Craft Raised Salmon is reared in the pristine waters off the coast of Vancouver Island, B.C. by a dedicated, passionate team of craftsmen farmers. North America's only craft raised salmon first launched to acclaim in the Southwest region of the United States last November, and can now be found at more than 90 high-end restaurants in Los Angeles, San Diego, Phoenix, Las Vegas and Palm Springs.

"After our successful beginning in LA and the Southwest where we have developed relationships with the region's best chefs, we felt it was time to expand into other regions known for demanding quality ingredients and where chefs are famous for giving their customers a great dining experience," says Managing Director Stewart Hawthorn. "We expect Chicago's discerning food lovers will appreciate the pride and attention that goes into Skuna Bay salmon as we have seen happen in other markets."

Fortune Fish Company's Vice President of Marketing Mark Palicki said, "After touring the BAP certified farms and processing facility of Skuna Bay, I was sold. Every farmer we spoke to was devoted to raising the finest salmon possible. Their dedication, stewardship and passion are incredibly evident in the flawless fish they deliver. We are extremely honored and excited to offer Skuna Bay in the Midwest".

Hawthorn says the company was selected as its exclusive distributing partner due to its reputation for quality, sustainable sourcing and outstanding cold chain.

Skuna Bay's farms are tucked into isolated, glacier-fed locations, where perfect salinity and strong tidal currents create a constant flow of fresh, pristine ocean water and low pen densities create abundant space for the fish to swim and build up great texture. But these settings usually dictate that technology and power are not available and the difference maker is the farmer who lives on the farm with his fish 24/7 for 8 days at a time.

"Our people play a significant role in shaping what makes it to plate," Hawthorn notes. "And to do justice to the time and attention that our craftsmen farmers have committed in raising good fish, we have pioneered a unique and exclusive method of inspecting, selecting, cleaning and packing our salmon so the chef gets that same 'fresh from the ocean' experience that the farmer gets when he pulls it from the water."

Skuna Bay salmon are harvested in small batches and then quickly transferred to a local, family-owned processor. To maintain quality control, only six approved inspectors are allowed to handle the chosen salmon. Like the farmers, the inspectors' high standards ensure that only the top six percent of all fish harvested graduate to Skuna Bay status. Upon sealing the box and applying his or her signature to a traceable, tamper-proof seal, Skuna Bay's salmon inspectors send cartons immediately and directly to chefs – no one touches that fish again until the chef opens the box in their kitchen. The remaining fish are distributed through other premium channels, courtesy of parent company Grieg Seafood BC, Ltd.

To demonstrate its innovation and responsible approach to fish rearing, Skuna Bay has exclusive West Coast use of Cascade's patented Thermafresh™, fully recyclable corrugated cardboard cartons and liners. This ensures pitch-perfect temperature control and eliminates the need for non-recyclable traditional packaging.

To date, Skuna Bay is showcased at an impressive lineup of West Coast restaurants and is advocated by well-known chefs Ian Gresik of Drago Centro, Brandon Boudet of Dominick's and Little Dom's and Micah Wexler of Mezze. For more information, please visit www.SkunaSalmon.com. Follow Skuna Bay on Twitter at @SkunaBay.

ABOUT SKUNA BAY CRAFT RAISED SALMON:

Offering a premium selection of craft raised salmon, Skuna Bay is made possible by its small group of experienced and passionate farmers. Dedicated to raising fish in their natural ocean environment, the farms of Skuna Bay are located in an isolated region off the coast of Vancouver Island. Here glacier fed waters, strong tidal currents and ideal salinity combine to provide perfect waters for raising good fish. Patented innovations in packaging exclusive to Skuna Bay in its market and an exclusive method of inspecting, selecting, hand cleaning and packing allow their salmon to be delivered in perfect condition by Fortune Fish Company so that chefs experience the same fish as it was when pulled out of the water by its farmers. By reliably providing the highest standards for salmon in North America, Skuna Bay not only provides chefs with salmon "fresh from the ocean", but it also provides a valuable service in reducing pressure on wild fish populations and is the first salmon farm in the world to have multiple sea farms certified as Best Aquaculture Practices by the Global Aquaculture Alliance and be endorsed by Seafood for the Future, a sustainable seafood education program managed by the Aquarium of the Pacific at Long Beach.

ABOUT FORTUNE FISH COMPANY

Fortune Fish Company is a Bensenville, IL based seafood processor and distributor providing white-tablecloth restaurants, private clubs, elegant hotels and independent, gourmet retail stores with the finest quality fresh and frozen seafood. Fortune Fish Company's key associates have more than 100 years combined experience in the seafood business, with a worldwide supplier base ranging from single fishermen with one vessel to multi-national aquaculture firms. They currently service customers in Illinois, Wisconsin, Iowa, Missouri, Indiana and Michigan with a fleet of over 40 refrigerated vehicles. Since 2001, Fortune Fish Company has brought innovation to seafood distribution, consistently raising the bar for integrity, quality, sustainability and service. To learn more about the company, visit www.fortunefishco.net.

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