



News Release

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Boston Seafood Show Booth # 1953

Barramundi Catching On With Consumers, Retailers

Dr. Oz, media buzz creating high retail demand; Australis launching value-add products

March 12, 2010. Turners Falls, MA

"Dear Australis - I just went on Price Chopper's website and was thrilled beyond belief to find your Barramundi advertised! I drove nearly 2 hours to get to my nearest store, and bought 6 packages for starters! I'll be going back very soon for more. I'd buy a case of it at a time if I could. I'm thrilled to finally get my hands on this. Thank you for getting your wonderful fish out there. "

- Ginny Chandoha, Colebrook, NH

"We used to live in Australia and absolutely loved barramundi and I've been so lost without it. We just found your product at Costco and we're on our second bag and are absolutely enjoying it. It is so delicious. We just want to thank you! You can count on us as regular customers. We love it!" - Will Reester, Taharas, NM

"I am a seafood lover, and your Barramundi fish is the best! I have been telling everyone from Vermont to Rhode Island, New Hampshire to CT. Keep up the good work! I hope to see more of your fish in more markets."

- Janice Gallego, Littleton, NH



These are just a few of the hundreds of emails Australis Aquaculture has received since Oprah medical guru and TV host Dr. Oz recommended barramundi to millions of his viewers as a ['Superfood To Eat Now'](#). It was also named a '2010 Top Culinary Trend' and a 'Lean, Green Superfood'.

Barramundi fish is catching on with consumers across the country and retailers are standing up and taking notice. Australis Aquaculture, the sustainable aquaculture pioneer who spearheaded the popularity of Barramundi and is the world's leading supplier, is responding with an array of new products.

New Value-Added Barramundi Products

In addition to its full line of fresh and frozen barramundi (bulk, branded bags, and private label sourcing) Australis is unveiling two new flavors at the 2010 Boston Seafood Show: **Lemon Herb Butter Barramundi** (seasoned with zesty lemon, garlic, basil and oregano) and **Crispy Asian Sesame Panko Barramundi** (encrusted with an authentic Japanese-style crumb, seasoned with a 5-spice blend and a touch of wasabi, and topped with black and white sesame seeds). All are ideal for consumers and retailers seeking an exciting and sustainable alternative to everyday items in the seafood case.



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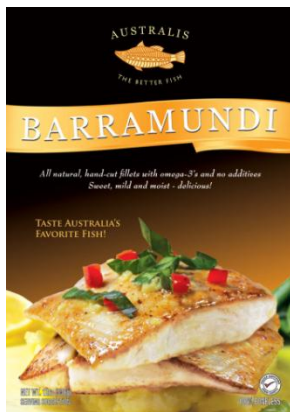
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Expanding Production and Distribution

Australis has steadily expanded its Barramundi farming production in central Vietnam and Indonesia. Leading retailers in the US and Canada that carry Australis products now include select Costco, Whole Foods, Safeway, Kroger, Price Chopper, Jewel-Osco, Giant, Schnuck's, Dierberg's and other chains.

Says Australis CEO Josh Goldman "We are incredibly excited to be launching these new products and giving our customers more ways to discover and enjoy Australis Barramundi. With so much media attention, and health professionals now recommending Barramundi, there's no question that the time has truly come for this fabulous fish."

About Australis Barramundi



Easy To Cook, Easy To Love - Barramundi (aka – Australian or Asian Sea Bass) has been prized for generations for its mild, buttery flavor and succulent texture. Don't let the exotic name fool you; this is a very approachable fish. It's similar to premium fish like red snapper, striped bass, and Dover sole, but without the high price tag. It's also a great alternative to everyday items like cod, salmon and tilapia and works beautifully with almost any recipe. Just bake it with some breadcrumbs, sauté it with a little olive oil and citrus, or throw it on the grill with an herb marinade and – viola! You've got a healthy, delicious meal in minutes. The best part? Barramundi is not a 'fishy fish' and won't leave a lingering odor in your kitchen (plus there are no annoying little pin bones to worry about).

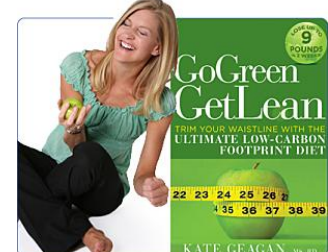
No Contaminants, Loaded with Health Benefits

Australis Barramundi passes health benchmarks swimmingly. Hormones, antibiotics, and additives are never used, and stringent testing eliminates the risk of contamination from mercury and PCB's. With just 137 calories per 5 oz. portion, 2.5 grams of fat (no saturated fat) and lots of lean protein, it's great for anyone looking to make healthy food choices. Health bonus? It's loaded with omega-3s (870 mg per 5 oz. serving -- comparable to wild Coho salmon and unheard of for a mild, white fish!). And unlike tilapia or catfish, Australis Barramundi provides an ideal balance of omega-6 to omega-3 levels.

Nutritionist Recommended

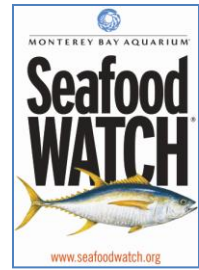
America's Green Nutritionist™ Kate Geagan, author of 'Go Green, Get Lean' dubs barramundi a '[Lean, Green Superfood](#)'. and it's recommended by nutritionists nationwide:

"I would recommend Australis Barramundi to anyone looking for a healthy fish alternative to salmon. Many people find salmon to be too strong for their taste so barramundi would be a perfect alternative. I thought it was amazing and can't wait to find it in my local grocery!!" - Angie Frost, RD, CD, Nutrition Educator, Crawfordville Community Schools



Enjoy it guilt-free

With so much confusion about what fish is safe or sustainably produced, fish lovers are having a hard time figuring out what to eat. Australis Barramundi is a fish you can eat with a clear conscious. Their greener ways of farming –conserving water, using sustainable feeds, avoiding pollution, disease and escapes, and even recycling their fish waste - have been recognized by major seafood guides and earned Australis the coveted ‘Seafood Champion Award’.



And unlike fish such as salmon which can require up to 4 pounds of little fish to produce each pound of fish, barramundi thrive on a largely vegetarian diet because of their ability to synthesize omega-3s from plants. Australis’ pioneering farming systems and specialized feeds leverage barramundi’s biological abilities and result in a net *gain* of fish protein, thus producing a healthy product with a small environmental footprint. Find out more about how Australis is [leading the way to a ‘blue revolution’](#).

About Australis - Australis Aquaculture is an award-winning provider of healthy, sustainable seafood, marketed under the banner of The Better Fish®, *Better Tasting, Better For You, Better For Our Environment*. The Company spearheaded the introduction of Barramundi as a growing culinary trend in North America, and is the largest and only vertically-integrated barramundi producer in the world. Australis offers a full line of fresh and frozen barramundi to the retail and foodservice markets. Australis’ sustainable practices have been recognized by all of the major NGOs and earned the company the coveted ‘[Seafood Champion Award](#)’. For more information visit: www.TheBetterFish.com

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