



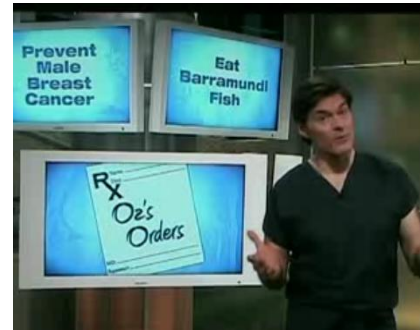
Contact:
Carol Devine, Australis Barramundi Booth #2445
(413) 863-2040 x108 | Cell: 413-237-5452
cdevine@TheBetterFish.com

Bored Out Of Your Gourd With Salmon? Try Barramundi

Sustainable sea bass earning high marks for mild flavor, high omegas and eco-friendly profile

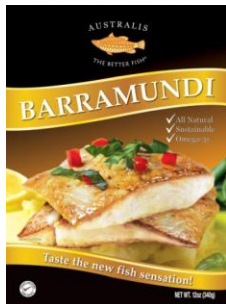
November 7, 2010. FNCE Booth #2445 – Doctors and nutritionists have long recommended salmon and other fish as a source of heart-and-brain healthy omega-3s. But many people don't like 'fishy fish', or are tired of eating standard fare like tilapia or cod. What to do? Many are turning to barramundi - a new sustainable sea bass that's quickly earning a place on America's table. With a sweet, mild flavor and white meaty texture (think snapper crossed with halibut), barramundi has been called the 'fish for non fish lovers', and is a new tool in the battle to keep healthy eating delicious and easy.

Prevention Magazine recommended barramundi as a mild, omega-rich salmon alternative and **Dr. Oz** named barramundi a **'Superfood To Eat Now'** for its anti-aging, immune boosting and cancer fighting properties. He says, "Free of mercury, but full of heart- and brain-healthy omega-3s, Barramundi is a shoe-in for one of my top 5 superfoods. Bonus: the white meat is light, flaky and delicious."



"Our New Favorite Fish"

Prized for generations in Australia and Southeast Asia, Barramundi is now available in supermarkets and restaurants throughout the US, and getting rave reviews:



"Wow! Our family had our very first meal of barramundi tonight and we loved it! I have NEVER eaten fish without gagging over the fishy smell and strong aftertaste. Your fish was subtle and smooth. Thanks for making eating healthy a little bit easier. Not to mention helping us be a bit kinder to the environment. I lost 55 pounds and still have a ways to go. Your product will play a significant role in affording me choices beyond beef and chicken. We all know that healthy fish is good for us; the hard part has always been getting one that we can stomach. Barramundi is that and so much more. Delicious, delicious, delicious! – Pauline P.

"We just had our first taste of barramundi, and my husband, who is a salmon-lover, remarked, 'I now have a new favorite fish!' Thank you, thank you, thank you!" – Barbie S.

"Toss barramundi instead of steak on the grill to literally slash calories and environmental impact in half (and it's better than salmon too-from a slimming and eco-friendly standpoint)." – Kate Geagan, RD, Author Go Green Get Lean

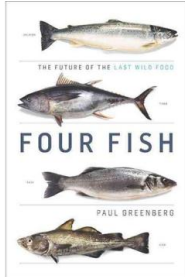
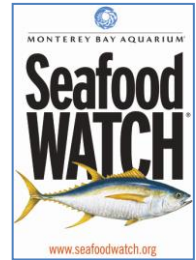


"I would recommend Australis Barramundi to anyone looking for a healthy fish alternative to salmon. Many people find salmon to be too strong for their taste so barramundi would be a perfect alternative. I thought it was amazing and can't wait to find it in my local grocery!!" - Angie Frost, RD, CD



Smart Aquaculture for Healthy Fish & Healthy Planet

Massachusetts-based Australis Aquaculture is raising barramundi with an eye towards the future. The company's smart aquaculture practices, like conserving water, using sustainable feeds, avoiding pollution, disease and escapes, and even recycling fish waste, have been recognized by the major seafood guides and earned Australis the coveted 'Seafood Champion Award'. Hormones and colorants are never used and because of their unique diet and full traceability, every bite is free of mercury and other contaminants.



Says New York Times journalist Paul Greenberg, author of *Four Fish: The Future of the Last Wild Food*, "Over the years, fish farming has gotten a bad rap and some of it is deserved. But the folks on the cutting edge of taming fish – people like Josh Goldman of Australis Aquaculture who grows barramundi – those people have as great, if not a greater concern about sustainability than anyone in the organic food movement."

Aligning with 2010 USDA Guidelines. NuVal™ Score 82

USDA guidelines recommend eating omega-3 rich seafood twice a week, reducing calories, sodium and saturated fat and promoting the enhancement of environmentally sustainable fish farming.

Australis Barramundi aligns perfectly with these guidelines:

- ✓ **Rich in omega-3s** 600-800+ mg per 5 oz. serving, comparable to wild Coho salmon
- ✓ **Free of mercury**, growth hormones, PCBs, and other contaminants
- ✓ **Half the calories of salmon** (137 vs. 259 per 5 oz portion), only 2.5g of fat, low sodium, and 25g of lean protein
- ✓ **Sustainably Raised** Australis' innovative practices do not harm our oceans or environment
- ✓ **NUVAL score of 82** – comparable to Atlantic salmon (87) and sardines (88)



Available Nationwide – Australis Barramundi is available in restaurants and supermarkets nationwide, including select Costco, Whole Foods, Safeway (including Vons, Randall's & Dominick's under their Waterfront Bistro label), Kroger, Price Chopper, Central Market, Giant (private label), Big Y, Schnuck's, Dierberg's and coming soon to Stop & Shop, The Food Emporium, A&P and Publix. For locations, recipes and information, visit: www.TheBetterFish.com.

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 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'.

