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**ALLIANCE RECOGNIZES 2 INDIVIDUALS, 2 COMPANIES AS
2007 SEAFOOD CHAMPIONS**

Industry Leaders Advancing the Market for Eco-friendly Seafood

(Jacksonville, Florida – January 28) – Seafood Choices Alliance, the global trade association for sustainable seafood, last night revealed this year’s four recipients of its annual Seafood Champion Awards. The four Champions were honored at a reception at River City Brewing in front of more than 200 of their peers and colleagues in the sustainable seafood movement gathered in Jacksonville for Seafood Summit 2007.

The 2007 Seafood Champions are:

- **Fedele Bauccio**, CEO and Co-founder of Bon Appétit Management Company – Mr. Bauccio’s vision for sustainability in food service for corporations, universities and specialty venues is realized in Bon Appétit’s pioneering seafood purchasing policies, and has been instrumental in informing consumers and persuading parent company Compass Group USA to shift its purchasing.
- **Peter Redmond**, Divisional Merchandise Manager (deli/seafood) for Wal-Mart – In his role with Wal-Mart, Mr. Redmond is not only shaping his company’s commitment to source sustainable seafood, but is, by extension, influencing other major seafood buyers across the supply chain and around the world to take similar actions.
- **Frontera Grill & Topolobampo Restaurants** – Under the leadership of acclaimed chef Rick Bayless, Frontera Grill and Topolobampo have strict requirements for selecting environmentally responsible seafood. Through its charitable foundation, educational programs and cookbooks, Chef Bayless and the Frontera team are making a difference “one plate at a time.”
- **Lindblad Expeditions** – A small-ship travel company, Lindblad Expeditions is focused on sustainable tourism, which includes making responsible seafood purchases and minimizing impact on the ocean environment. Lindblad, the first U.S. signatory to support the Marine Stewardship Council, inspires ocean conservation through its “Seafood For Thought” program introduced in June 2006.

Seafood already is the most global of all food sectors, with an annual export value of more than US\$70 billion. Nearly half the world’s people depend on seafood as an essential source of protein. As the planet’s population continues to grow and scientific reports tout the health benefits of seafood, demand for seafood will increase. Ocean supplies are already in trouble – a recent study projects the collapse of fisheries by 2048 while at the same time shows the inherent ability of the ocean to self-heal and regenerate, if given the opportunity. Aquaculture, now responsible for 41% of the seafood we consume, is not a panacea. Increased demand for seafood could place a burden on an

already troubled ocean – unless we act now to improve the sustainability of the seafood industry.

“These Seafood Champions represent the very best in leadership and vision,” says Mike Boots, director of Seafood Choices Alliance. “They are fostering change both within their companies and across the industry that will allow them to maintain profitable businesses and sell a variety of seafood for years to come. Their investments today to change business operations and reorient purchasing practices are helping ensure a diverse and abundant supply of seafood tomorrow.”

The formal presentation of the awards will take place at an evening cocktail reception March 12 during the Boston Seafood Show. Seafood Summit is January 28-31 at the Hyatt Regency Riverfront; on-site registration is available or visit www.seafoodsummit.org for more information.

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To arrange for press interviews, resources or to learn more about the 2007 Seafood Champions Awards, please contact Stephanie Faison at 908/626 0111 or stephanie@seafoodchoices.org

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Seafood Choices Alliance is a non-profit global trade association for ocean-friendly seafood; with more than 3,000 members from around the world, the Alliance helps the seafood industry – from fishermen and fish farmers to distributors, wholesalers, retailers and restaurants – to make the seafood marketplace environmentally and economically sustainable. Seafood Choices Alliance mobilizes and connects the world’s leading voices in support of a sustainable supply of seafood choices, highlighting the need for a global solution to threats facing the ocean.

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