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ADVISORY

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2007 SEAFOOD CHAMPION AWARD RECIPIENTS TO BE NAMED AT NEXT MONTH'S SUMMIT IN JACKSONVILLE Winners Chosen from a Field of Ten Finalists

(December 21, 2006 – Silver Spring, MD) – Seafood Choices Alliance congratulates the following four individuals and six companies named as finalists for the 2007 Seafood Champion Awards. The Alliance will unveil the award recipients the evening of January 28 at **Seafood Summit 2007** in Jacksonville, Florida (January 28-31), selected from among these finalists:

- Fedele Bauccio, CEO, Bon Appétit Management Company
- Frontera Grill & Topolobampo Restaurants
- Anette Grecchi Gray, Chef de Cuisine, Jiko, Walt Disney World
- Greenpeace-UK
- Lindblad Expeditions
- OceanBoy Farms
- Peter Redmond, Divisional Merchandise Manager-Deli/Seafood, Wal-Mart
- Sainsbury's
- Kazuhiko Wada, Owner, Kamewada Shouten Co. Ltd.
- Xanterra Parks & Resorts

The awards, first instituted in 2006, annually recognize outstanding leadership within an industry sector and successful integration of environmental responsibility into business operations. The formal presentation of the 2007 awards will take place March 12 in conjunction with the International Boston Seafood Show.

More information about the Seafood Champion Awards and the ten finalists named above can be found at www.seafoodchoices.org/membership/champions.php.

For more information about Seafood Summit 2007 – including how to register – visit www.seafoodsummit.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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