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Announcing the 4th Annual
***Straight From The River*[™]**
By-Reservation-Only Event

Spectacular Copper River Salmon, caught wild in Alaska and shipped direct to customers' doors all across the country - just in time for Father's Day!

ANACORTES, WA. The most celebrated wild salmon run in the world happens only once a year in Alaska's famous Copper River. And just in time for Father's Day, SeaBear will be at the mouth of the river, hand-selecting fish from this legendary wild salmon run in a *special once-a-year event*. The week of June 9th, SeaBear will ship fresh Copper River Sockeye salmon for next-day delivery *direct to customers' homes*. "Our customers wait patiently all year for the arrival of this spectacular tasting salmon and we're always excited about announcing this event," says Mike Mondello, President of SeaBear. "It's been a sellout for the past three years, and I'm sure this year will sell out even faster than last."

Customers of SeaBear's *Straight From The River*[™] are treated to a rare culinary experience. "Our customer's are in for a real treat when they taste the salmon chosen from this run. Only the finest fish from these waters, delivered in prime condition, will make it to our customers' homes. This will undoubtedly be the best looking, best tasting salmon they've ever experienced," says Cathy Hayward-Hughes, SeaBear's "CSO" (Chief Salmon Officer).

How to participate in SeaBear's 4th Annual "Straight From The River" Event

Customers who participate in the 2003 *Straight From The River*[™] event will receive eight dinner-sized fillets (6 oz. each) of the luscious Copper River Sockeye salmon for \$69.99, (plus shipping and handling of \$9.95). Their salmon will be hand filleted and shipped fresh, directly from Cordova, Alaska (via overnight delivery) the week of June 9th (the exact day depends on the catch). The timing makes *Straight From The River*[™] perfect for Father's Day gifts and barbecues. Customers can order their *Straight from the River*[™] salmon by calling SeaBear directly at **1-800-645-3474** or, by shopping online at **www.seabear.com**.