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FOR IMMEDIATE RELEASE

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6th Annual (it happens only once each year)

Straight From The River™ Event

*Wild Salmon, Shipped Direct to Dad
from Alaska's Legendary Copper River,
Just In Time For Father's Day!*



Make Dad's Heart Go WILD!!



ANACORTES, WA. The most celebrated wild salmon run in the world happens only once a year in Alaska's famous Copper River. And for the 6th year in a row, 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 13th, SeaBear will ship fresh Copper River Sockeye salmon for next-day delivery direct to customers' homes. "Our customers wait all year for this event... for many it is their start-of-summer tradition," says Mike Mondello, SeaBear President. "Reservations began coming in the day after last year's event, and we definitely anticipate another sellout this year."

Customers of SeaBear's **Straight From The River™** are treated to a rare culinary experience. "The color, freshness, and flavor are all amazing," says Cathy Hayward-Hughes, SeaBear's "CSO" (Chief Salmon Officer), who travels to Alaska to oversee the annual event. "And since wild salmon is naturally rich in Omega-3 fatty acids, it's good for you, too!"

How to Participate

Customers who participate in the 2005 **Straight From The River™** event will receive eight dinner-sized fillets (6 oz. each) of the luscious Copper River Sockeye salmon for \$74.99, (plus shipping and handling of \$9.99). Their salmon will be hand filleted and shipped fresh, directly from Cordova, Alaska (via overnight delivery) the week of June 13th (the exact day depends on the catch). The timing makes **Straight From The River™** perfect for Father's Day gifts and summer barbecues. Customers can order by calling SeaBear directly at **1-800-645-3474** or, by shopping online at **www.seabear.com**.