

March 17, 2003



SeaBear Puts its Heart into National Nutrition Month!

SeaBear Delivers New Heart Healthy Recipes daily throughout March to Celebrate National Nutrition Month

ANACORTES, WA --- To help celebrate National Nutrition Month (NNM), SeaBear Wild Salmon of Anacortes, Washington announced today it will feature a delicious new wild salmon recipe each day during March on its website and directly, via email, to select heart healthy media. This month's emphasis on exciting new and easy ways to prepare wild salmon follows the principles of the American Dietetic Association (ADA), the sponsors of NNM, by encouraging people to seek a variety of choices and new tastes within and among food groups.

Delicious, Nutritious, and SIMPLE! Each order of Healthy Hearts includes 8 dinner-sized fillets (2 each of Sockeye, King, Keta and Coho so customers can enjoy the culinary variety that only wild salmon offers) for \$59.99 (plus shipping and handling).

And what's more, each order comes complete with delicious, seasonally inspired marinades and rubs, so customers can easily prepare and enjoy the natural, healthy goodness of SeaBear's wild salmon year round.

Healthy Heart orders will arrive individually flash-frozen to lock in their unparalleled flavor and heart-healthy nutrients. First time customers will receive a FREE copy of the American Heart Association's [An Eating Plan for Healthy Americans](#), plus exclusive opportunities to continue enjoying the benefits of Healthy Hearts with discount shipping offers, free samples of new items, and special gift offers for friends and family. To order, customers should call SeaBear Wild Salmon at 1-800-645-FISH (3474) or visit the company's website at www.seabear.com, where they will also find tips to easily and deliciously prepare their dinners.

Don't settle for anything less. "We're proud to celebrate National Nutrition Month," says Mike Mondello, president of SeaBear. "We know that eating fish high in Omega-3s is an important part of a healthy diet, but for our customers we wanted to go beyond that. We wanted to deliver an easy to prepare, world-class wild salmon meal at home, something spectacular that everyone who is concerned about their health could enjoy, and we have."

SeaBear's been a Northwest Tradition since 1957. SeaBear Wild Salmon has offered the very best wild salmon in the Northwest tradition for almost 50 years. Today, SeaBear ships to customers in all 50 states direct from their smokehouse in Anacortes, Washington. SeaBear is also proud to support the Marine Stewardship Council (MSC). Wild Alaska salmon is the first U.S. fishery to pass MSC certification as sustainable and is supported by the World Wildlife Fund.