



## For Release January 3, 2008

For more information contact:

Lori Selig

Ocean Nutrition Canada Ltd.

902-480-3210

[www.ocean-nutrition.com](http://www.ocean-nutrition.com)

## Kemps Launches First Fresh Milk in North America Containing MEG-3® Ingredient

### *Kemps Co-brands Milk with MEG-3®*

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce that Kemps has launched two new milk products, Kemps Plus Healthy Lifestyle and Kemps Plus Healthy Kids, containing the MEG-3® EPA/DHA ingredient. Kemps is the first company to launch a fresh milk product in North America containing the MEG-3® Omega-3 healthy food ingredient. Kemps has placed the MEG-3® logo on the packaging so consumers are aware that the product contains Omega-3 from fish oil, the best source of Omega-3.

Kemps Plus Healthy Lifestyle Milk and Kemps Plus Healthy Kids Milk both contain 32 mg of MEG-3® brand Omega-3 EPA/DHA, from fish oil, per 236 ml serving. Each serving of Kemps Plus Healthy Lifestyle also contains 50% more calcium than regular 1% milks, whereas each serving of Kemps Plus Healthy Kids contains 50% more calcium than regular 2% milks and is an excellent source of Vitamin C. These new products are available in major grocery stores throughout the Midwestern United States.

Health professionals and major health organizations around the world endorse Omega-3 EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) as being essential for overall good health. Specifically, EPA and DHA have been scientifically linked to supporting cardiovascular health and maintaining healthy brain function and visual acuity.

Rachel Kylo, Vice President of Marketing at Kemps, said, “Kemps Plus delivers relevant and unique new benefits to the milk category in the Upper Midwest. We are pleased to be partnering with Ocean Nutrition to deliver important new benefits to our consumers.”

Ian Lucas, Executive Vice President of Marketing with ONC said “Omega-3 EPA and DHA are known as “cradle to grave” nutrients because they are so vital to overall good health whether you are 1 or 101. Even though Omega-3 EPA and DHA have so many health benefits, many people are not getting enough of it in their diet. Kemps Plus Healthy Lifestyle Milk and Kemps Plus Healthy Kids Milk provide people with several opportunities throughout the day to contribute to their daily Omega-3 intake. Ocean Nutrition is excited to partner with a premium dairy brand such as Kemps Plus and we look forward to future collaborations.”

**About Ocean Nutrition Canada Limited (ONC):**

Ocean Nutrition Canada is a privately held company, whose major shareholder is Clearwater Fine Foods Incorporated. Clearwater Fine Foods Incorporated is a diversified holding/investment company whose significant holdings include a controlling interest in Clearwater Seafood's Limited Partnership, the world's largest integrated shellfish harvester and processor.

ONC is in the business of researching, manufacturing, and marketing Omega-3 based ingredients that improve human health. Ocean Nutrition Canada has a broad customer base, which includes multi-national companies in both the dietary supplement and the food categories. In 2006, the MEG-3® EPA/DHA ingredient was in 8 billion supplement servings and 2 billion food servings worldwide. For more information on the health benefits of MEG-3® ingredients please visit [www.meg-3.com](http://www.meg-3.com)

###