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New Heart Healthy Peanut Butter Launched with Consumers' Hearts in Mind

First natural peanut butter launched in US with MEG-3® ingredient

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce that Hearts & Minds LLC has launched a heart healthy Omega-3 peanut butter including the MEG-3® brand food ingredient.

The Heart Healthy Omega-3 peanut butter has been distributed to fine retail food stores in California, Illinois, Maryland, Massachusetts, Missouri and Wyoming. This delicious tasting peanut butter has a healthy amount of Omega-3 EPA and DHA with 100mg per 32g serving. Additionally Hearts & Minds Peanut Butter replaces 40% of the peanut oil with olive oil which has been linked to a reduced incidence of cardiovascular disease. The combination of both these heart healthy ingredients creates a great tasting product with an abundance of key nutrients for heart health.

MEG-3® is made from fish oil containing EPA and DHA, both of which are essential nutrients for heart health. Both EPA and DHA have been demonstrated in large multi-centre clinical trials to improve heart health. The American Heart Association recommends consumption of a minimum of 500mg of EPA and DHA per day. With Americans averaging only 100mg per day in their diet there is a clear dietary deficiency of EPA and DHA in the American diet. Olive oil is also recognized as having heart health benefits because it contains monounsaturated fat, therefore replacing peanut oil with olive oil reduces saturated fat in the diet, making it a heart healthy choice. Together these ingredients give Hearts & Minds Peanut Butter a point of valuable differentiation for consumers looking for a great tasting heart healthy food.

Robert Gonzalez, President of Hearts & Minds said "We chose the MEG-3® ingredient because it offers the best source of Omega-3 value for our consumers since MEG-3® contains both EPA and DHA," Gonzalez continued, "This peanut butter with MEG-3® plus the addition of heart healthy olive oil is a great tasting peanut butter that our research and selling shows consumers love."

Ian Lucas, EVP Marketing with ONC said, "This remarkable peanut butter offers great taste as well as heart health benefits and it will appeal to the whole family," Lucas continued "Nutrition for heart health is

important for all ages and the convenience and great taste of Hearts & Minds Peanut Butter means everyone in the family can enjoy this great new product.”

About Hearts & Minds, LLC

Hearts & Minds LLC is a new food company dedicated to making the foods that you love to eat, better for you and with great taste. Founded by a trio of experienced entrepreneurs from the food industry, Hearts & Minds creates great tasting products thoughtfully made with the consumers’ heart in mind by using heart healthy olive oil and Omega-3 (EPA/DHA) to replace a portion of the fat in foods consumers love. More information is available online at www.hearts-n-minds.com or by calling 630-428-4634.

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 a global leading supplier of Omega-3 EPA and DHA ingredients from fish oil, marketed into the Dietary Supplement and Healthy Food markets. To date MEG-3® ingredients have been included in over 40 billion servings of food and supplement products world wide. For more information on the health benefits of MEG-3® ingredients please visit www.meg-3.com.

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