



## **For Release July 22, 2008**

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### **Dr. William Sears Launches Organic Children's Snack with MEG-3®**

#### *Health Benefits of Both Omega-3 EPA and DHA Important For Children*

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce that Dr. William Sears has launched a line of nutritional snack foods for children. Dr. Sears, one of America's most recognized pediatricians has launched a product called Popumz, containing Omega-3 EPA and DHA, from fish oil. Dr. Sears' products are co-branded with the MEG-3® brand ingredient so consumers will know that they are getting the purest, safest source of Omega-3 from fish oil.

Dr. Sears has been a proponent of Omega-3 for children's nutrition for many years and he played a key role in advising the FDA to include DHA in infant formula. He has been practicing pediatrics for over 35 years and he is considered one of the leading experts on pediatrics and nutrition in the United States. Dr. Sears is also a nutrition advisor and consultant to numerous multinational food companies.

Recently, Dr. Sears launched a healthy nutritional chew made with all natural ingredients including 100 mg of Omega-3 EPA and DHA. The new Popumz organic snack line includes four SKU's of children friendly, tasty and healthy, organic multi-grain mini crisps. There are four flavours of Popumz including Vanilla Yogurt Drizzle, Chocolate Drizzle, Buttered Popcorn, and Chocolate Chip Cookie Dough. These are incredibly delicious and nutritionally wholesome snacks that come in convenient single portion packages...ideal for kids' lunch boxes.

Only fish oil contains both EPA and DHA, the essential nutrients of Omega-3 that are so vital for overall health. The MEG-3® brand tells consumers that they are the purest, safest source of Omega-3 from fish oil, and when consumers see the MEG-3® brand on a product they know they can trust the quality of the Omega-3 food product. MEG-3® is co-branded with many leading consumer food and supplement products and, as a result, is gaining a loyal consumer following.

Dr. Sears said, "Omega-3s are essential for good health and well being and the Omega-3s EPA and DHA work in partnership as building blocks for children's health," Dr. Sears continued "MEG-3® ingredients are like a conditioner for every cell in the body and our Lunch Box Essentials products offer a healthy portion of MEG-3® in every serving so kids get good nutritional value in a tasty and convenient manner."

Ian Lucas, EVP Marketing with Ocean Nutrition said, “Dr. Sears products are important for children’s health because they offer great taste and value for children who typically have a nutritional deficiency of EPA and DHA in their diet because they don’t eat enough fish,” Lucas continued “We are thrilled that Dr. Sears has chosen to co-brand with MEG-3® and we look forward to great success for the Lunch Box Essentials line of products since they offer so much nutritional value.”

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

Ocean Nutrition Canada (ONC) 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...essential nutrients that have been scientifically linked to supporting heart health, brain health, and general wellness. ONC markets its MEG-3® ingredients 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](http://www.meg-3.com).

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