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Arnold® Bread Launches Grains & More Double Omega Bread with the MEG-3® Ingredient

Redefining the Heart Health Benefits of Bread

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA from fish oil to the food and dietary supplement industries, is pleased to announce that Arnold® Bread has launched *Grains & More Double Omega*, a new bread formulated to improve heart health.

The Grains & More Double Omega bread serves up 50 mg of the MEG-3® Omega-3 EPA/DHA ingredient made from fish oil per two slices. In addition to including MEG-3® for heart health benefits, each slice also contains 20 grams of whole grains per slice and provides a good source of fiber and protein. This new bread product is available in supermarkets and mass retail locations in Northeast United States under the Arnold® brand name, and under the Brownberry brand name in the Midwest United States.

This bread packs a real punch, offering the added value of the MEG-3® ingredient which provides the complete health benefits of Omega-3 EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) from fish oil which are essential fatty acids that have been scientifically linked to supporting cardiovascular health, healthy brain function, and overall good health.

Lori Covert, Vice President of Marketing & Communications at ONC said, “We are very excited to be working with Arnold® Bread to provide a bread product that is loaded with Omega-3. If consumers are not eating at least two 4 oz servings of oily fish per week then they are not consuming adequate levels of Omega-3 according to the U.S. Dietary Guidelines. With Double Omega, consumers can get the goodness of fish, while enjoying the great taste of Arnold’s Bread.”

“The new Grains & More line was developed to provide consumers with an easy opportunity to fulfill daily nutritional recommendations. At Arnold we take our nutrition very seriously, so it was important for us to utilize the best suppliers to ensure each ingredient offered the maximum health boost,” said Jennifer Hartley, Business Director of Arnold Bread. “The Grains & More Double Omega Bread is baked with Ocean Nutrition’s MEG-3[®] brand Omega-3, which has proven health benefits that we were eager to incorporate into every slice.”

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 food categories. By 2007, the MEG-3[®] EPA/DHA ingredient was included in 30 billion supplement servings and 11 billion food servings worldwide. For more information visit www.ocean-nutrition.com, and for more information on the health benefits of MEG-3[®] ingredients please visit www.meg-3.com.

About George Weston Bakeries Inc.

George Weston Bakeries Inc. was founded with one purpose in mind: to bring together, under one roof, America’s favorite baked goods. From delicious cakes, cookies and donuts to wholesome breads and the original “Nooks and Crannies” English muffins, nobody bakes goodness like George Weston Bakeries. Leading brands include: Arnold, Boboli, Brownberry, Freihofer’s, Entenmann’s, Stroehmann and Thomas’. George Weston Bakeries has been trusted for quality ingredients and great taste for generations, and can be relied on to make every day special. Visit www.gwbakeries.com for more information.

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