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## MEG-3® Goes Mainstream with Oprah.com

*Ocean Nutrition Canada Brings the Power of Oprah to its Co-branded Customers*

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 the launch of their advertising campaign on Oprah.com. As an added value to some of their co-branded customers, ONC has provided major exposure on subsequent web pages accessed via the click-thru on the on-line ads.

Ocean Nutrition Canada's commitment to increasing consumer awareness of the many health benefits of Omega-3 EPA/DHA was the motivating factor for this advertising campaign. Although many consumers are aware of some of the health benefits of Omega-3 EPA/DHA, most still do not eat enough fish, therefore they are deficient in Omega-3 EPA/DHA. Furthermore, most consumers are still not aware of the wide variety of health benefits associated with Omega-3 EPA/DHA from fish oil. Advertising on Oprah.com's health section, and the Dr. Oz section, was a logical media forum given the power of Oprah, and the statistics of the Oprah website traffic, with over 5 million unique visitors per month and 75 million page views per month. That's advertising power!

Oprah is a powerhouse, she's been ranked number one on the list of the world's top celebrities with 17 million viewers tuning in daily to her daytime talk show. Dr. Oz is a regular on her show, and anyone who watches Oprah has heard him advocate regular consumption of Omega-3, from fish oil for improved health.

"We are excited to be able to launch this campaign on Oprah.com. We're always looking for ways to increase consumer awareness of Omega-3 EPA/DHA, and looking for ways to support our customers. We're continually working with them to provide marketing support." Lori Covert, VP of Marketing & Communications continued, "Besides the

superior quality of our Omega-3 EPA/DHA ingredients from fish oil, what sets us apart from our competitors is our unique ability to create additional value for our customers.”

Don Bird, Executive Vice President at W.N. Pharmaceuticals said “We’re really excited to be part of this advertising campaign. We recognize the value of co-branding with the MEG-3<sup>®</sup> EPA/DHA from fish oil so clients instantly recognize the product as the purest, safest source of Omega-3. Ocean Nutrition Canada’s product, and the support services they offer, make them the leader in the Omega-3 industry.”

**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<sup>®</sup> EPA/DHA ingredient was included in 30 billion supplement servings and 11 billion food servings worldwide. For more information visit [www.ocean-nutrition.com](http://www.ocean-nutrition.com), and for more information on the health benefits of MEG-3<sup>®</sup> ingredients please visit [www.meg-3.com](http://www.meg-3.com).

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