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Allied Bakeries Co-brands with MEG-3[®]

Adding MEG-3[®] Brand Value to Kingsmill 50/50 Bread with Omega-3

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 Allied Bakeries has re-launched their 'Kingsmill 50/50 with Omega 3' packaging and have included the MEG-3[®] brand.

'Kingsmill 50/50' and '50/50 with Omega 3' breads were launched in 2007 in grocery chains throughout the UK. Kingsmill's 50/50 range is designed to 'get goodness into kids' offering the delicious taste of white bread, with nutritious wholegrain goodness. With the inclusion of Omega-3 EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) from fish oil into '50/50 with Omega 3' Kingsmill is also able to help families top up their Omega-3 intake.

"We are very excited to continue our relationship with an important, successful bakery, such as Allied Bakeries in bringing highly nutritious products to the table." Lori Covert, Vice President of Marketing & Communications at ONC continued "Companies like Allied are helping to address the global Omega-3 EPA/DHA deficiency by providing an easier and more convenient way for parents to get Omega-3 into their family's diets."

"It's important for us to bake products that provide nutritional value." Sarah Hilliar, Senior Brand Manager at Allied Bakeries continued, "We recognize that fish oil provides both Omega-3 EPA and DHA, and that adding the MEG-3[®] brand to the packaging helps parents recognize they are getting a trusted source of Omega-3 for their children and their families."

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 EPA/DHA based ingredients, from fish oil 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. The MEG-3[®] EPA/DHA ingredient has been 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 Allied Bakeries

Allied Milling and Baking consists of four divisions: Allied Bakeries, Allied Mills, Speedibake and Allied Bakeries Ireland. It has a turnover of £500m and employs around 6,000 people.

Allied Bakeries in Great Britain and Ireland are two of the major bakeries in their respective markets. They have a wide customer base and sell a huge range of bread, rolls, crumpets, muffins and other bakery products.

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