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Ocean Nutrition Launches new Dry Application Omega-3 Powder

Advanced Technology Offering for Fitness, Diet and Weight Management Applications, and Powdered Drink Mixes for Family Goodness

Ocean Nutrition Canada Limited (ONC), supplier of the safest, most trusted source of Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce the launch of a new MEG-3® powder that allows Omega-3 EPA/DHA to be successfully incorporated into a variety of dry blend applications such as meal replacement powders, powdered juice mixes, protein powders, weight management powders and powdered sports drinks.

The new powder offers up to 105 mg of EPA and DHA per gram. Fortification in these applications would allow athletes and people of all ages looking to improve their diets to easily contribute to their daily Omega-3 EPA/DHA intake.

With increased consumption of Omega-3 from fish oil by kids, moms and dads, body builders and other athletes, and those concerned with weight management, this new product allows manufacturers to increase their market share by developing products with the additional health benefits of Omega-3 EPA/DHA. To deal with oxidation issues arising from multi-serve containers that are subject to repeated opening and closing, the new dry application version of the MEG-3® powder has an additional carbohydrate layer that provides additional protection (patent pending).

“Nutrition Business Journal recently reported that powders, formulas, and drinks represented 94 percent of sports supplement sales in 2009, therefore we see great potential for our new powder for manufacturers of sports and weight management applications. Increased awareness and consumption of Omega-3 EPA/DHA by athletes and other fitness groups make our new powder a great addition to these types of applications not to mention childrens powdered drinks where moms want to add a little extra nutrition for their budding soccer star” said Jon Getzinger, Chief Sales and Marketing Officer with Ocean Nutrition Canada.

About Omega-3:

Omega-3 is a family of essential fatty acids (EFA), including EPA (eicosapentaenoic acid), DHA (docosahexaenoic acid), and ALA (alpha-linolenic acid). Oily fish (such as sardines, anchovies, mackerel, and salmon) are the major known natural sources of Omega-3 EPA/DHA. ALA is found in plants, such as flax and chia. It is important to note that EPA and DHA are the primary contributors of the many health benefits associated with Omega-3. While the body can convert ALA into EPA/DHA, it does so very inefficiently (typically less than one percent), making it difficult to derive Omega-3-related health benefits from plant sourced ALA. Furthermore, although Omega-3 EPA/DHA is important to overall good health, the human body is not able to produce it on its own, so supplementation is required, either by eating oily fish or foods fortified with Omega-3 EPA/DHA, or by taking fish oil supplements. Learn more about the health benefits of Omega-3 EPA/DHA at www.meg-3.com.

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 the world's largest supplier of Omega-3 EPA and DHA ingredients from fish oil, marketed into the dietary supplement and food manufacturing markets. To date MEG-3® ingredients have been included in almost 80 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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