



For Release January 23, 2006

For more information contact:

Lori O'Connell
Ocean Nutrition Canada Ltd.
902-480-3210
www.ocean-nutrition.com

Jenny Tully, Kupper Parker Communications
314-290-2014
jtully@kupperparker.com

Danone® Canada Co-Brands With MEG-3®

Cardivia® Yogurt Re-packaged With MEG-3® Logo

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce that Danone Canada Inc. has signed a trademark license agreement enabling them to include the MEG-3® brand in marketing their omega-3 yogurt products to consumers. This January, Danone launched their first 0% M.F. yogurt product, Cardivia®, with the MEG-3® brand.

The MEG-3® brand was designed to show consumers the product they are purchasing contains the trusted source of fish oil ingredients. Not only does the MEG-3® logo show that the product contains the highest quality fish oil ingredient, it also tells consumers that it has EPA and DHA, the important heart healthy forms of Omega-3. The MEG-3® brand is now featured on the ingredients panel of Cardivia® yogurt, which is available in retail stores across Canada. For more information on Cardivia, visit www.cardivia.ca

Tom Pugh, Director of Marketing with Danone Canada Inc., said, “We see real value in co-branding our Cardivia® yogurt with MEG-3® because it clearly communicates to consumers that they are getting EPA and DHA from fish oil, which has been demonstrated through thousands of studies to support good heart health.” He continued, “By placing the MEG-3® brand on our Cardivia® yogurt package, we are telling our consumers that they are getting the heart healthy benefits of fish (without the fish taste!) conveniently with our delicious Cardivia® yogurt.”

The MEG-3® brand has now been licensed to 15 branded products in the healthy food and dietary supplement markets. Canadian healthy food co-branding partnerships include

Danone Cardivia® yogurt, Farmers Choice Milk Beverage, Cali-Wraps with MEG-3® tortillas, and Sunkist brand Omega-3 citrus soft chews.

Ian Lucas, Executive Vice President of Global Marketing with ONC, said, “Danone is one of the most trusted companies offering consumer branded food products in the world and their decision to co-brand with the MEG-3® reflects the strong value the MEG-3® brand offers as a source of differentiation for consumers.” Lucas continued, “The Danone brand is all about trust, which MEG-3® supports because consumers will be able to see that they are getting the most trusted source of heart healthy omega-3s, EPA and DHA from fish oil, by eating new, delicious Cardivia® yogurt.”

About Ocean Nutrition Canada Limited (ONC):

Ocean Nutrition Canada Limited is a privately held company, whose major shareholder is Clearwater Fine Foods Incorporated, a diversified holding/investment company whose significant holdings include a controlling interest in Clearwater Seafood's Limited Partnership, which is the world's largest integrated shellfish harvester and processor and Ocean Nutrition (Canada) Limited. Ocean Nutrition Canada researches, manufactures, and markets Omega-3 concentrates and other marine based natural ingredients for dietary supplements and foods. ONC exemplifies scientific rigor in discovery and research programs, along with world leading regulatory and quality compliance standards. For more information on the health benefits of MEG-3® ingredients please visit www.meg-3.com

For more information on Danone Cardivia contact:

Nathalie Vachon

HKDP Communications and public affairs

514-395-0375 ext. 225

nvachon@hkdp.qc.ca

###