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For more information contact:  
Lori O'Connell  
Ocean Nutrition Canada Ltd.  
902-480-3210  
[www.ocean-nutrition.com](http://www.ocean-nutrition.com)

## **First Shelf Stable Juice To Contain Omega-3 From Fish Oil Hits The Market**

### *A. Lassonde Cobrands with MEG-3®*

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce that A. Lassonde Inc. has launched the first shelf stable juice containing MEG-3® healthy food ingredient throughout Canada. Not only is this the first shelf stable juice to contain MEG-3®, but it is also the first shelf stable juice to contain Omega-3 from fish oil. A. Lassonde has placed the MEG-3® logo on their new juice packaging to show consumers that their beverage contains the most trusted source of Omega-3 from fish oil.

The new Omega-3 juice is part of a new line of 100% juice blends called Oasis. Currently, the line contains three enhanced nutritional specialty juices: Blueberry-Concord Grape (with Omega-3), Cranberry (Source of Fiber), and Wild Berries-Pomegranate (Antioxia). Each of these juices contains 100% of the recommended daily intake of Vitamin C, two portions of fruit, and no added sugar or artificial flavours. The Oasis Omega-3 juice also contains 20 mg of EPA/DHA per serving.

DHA (Docosahexaenoic Acid) and EPA (Eicosapentaenoic Acid) are Omega-3s important for good health and normal growth and development. Many studies have shown that DHA plays an essential role in the normal development of the brain, eyes, and nerves while EPA improves joint mobility. Together, EPA and DHA aid in the maintenance of cardiovascular function.

Jean Gattuso, President and CEO at A. Lassonde Inc., said "The Oasis (with Omega-3) juice will provide our customers with an easy and convenient way to contribute to their Omega-3 intake. We chose to use the MEG-3® healthy food ingredient because it is so easy to work with and when it was placed in our juice, it no sensory impact on our

product. That was very important to us. Our goal was to offer a great tasting juice with nutritional benefit and we have achieved that.”

Ian Lucas, Executive Vice President of Global Sales and Marketing at ONC, said “This is a significant milestone as Oasis juice by A. Lassonde Inc. is the first shelf stable juice in the market to contain our MEG-3® healthy food ingredient. Due to the long shelf life of Oasis (with Omega-3) juice, consumers can now buy more juice at one time without worrying about it expiring before they have a chance to drink it.”

**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 discovering, 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 the food categories. In 2006, the MEG-3® EPA/DHA ingredient was in 8 billion supplement servings and 2 billion food servings worldwide. For more information on the health benefits of MEG-3® ingredients please visit [www.meg-3.com](http://www.meg-3.com)

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