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## **Ocean Nutrition Canada & Danone Inc Team Up To Educate The Public On Omega-3 EPA/DHA**

*Toronto and Montreal Compete For The Title Of The Fittest City*

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce that they are working with Danone to bring Toronto and Montreal the Cardivia Heart Challenge for the second year in a row. The event will occur on February 1.

The Cardivia Heart Challenge is a 9-hour Stairmaster contest where people in both Montreal and Toronto, along with a few local stars, will combine their efforts to climb the most stairs on the fitness machine. The objective of this event is to raise money for the Heart & Stroke Foundation and to inform people of the heart health benefits of Omega-3.

Danone's Cardivia yogurt is co-branded with MEG-3® and contains 35 mg of EPA/DHA per cup. This product was first launched a year ago and is available in Sobey's and Superstores throughout Canada. It comes in four delicious flavours: Red Apple-Blackberry, Strawberry, Cranberry-Raspberry, and Peach-Mango.

DHA (Docosahexaenoic Acid) and EPA (Eicosapentaenoic Acid) are the physiologically essential fatty acids 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.

Lori Covert, Vice President of Marketing & Communications, said, "It's wonderful to see people within these two large cities exercising and learning about EPA and DHA from

fish oil ... the best source of Omega-3. Both are so essential to living a healthy lifestyle.” Covert continued, “This event is a great way to show people that they can still enjoy the taste of the yogurt they love, while contributing to their suggested daily intake of Omega-3.”

**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 marine 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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