



For Release September 24, 2007

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Unilever Canada Co-brands Becel Margarine with MEG-3®

Unilever Canada and Ocean Nutrition Canada Team Up To Introduce the First Margarine to Contain MEG-3® Omega-3 Ingredient in North America

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce that Unilever Canada has introduced a new margarine, Becel Omega-3 Plus™, containing the MEG-3® EPA/DHA ingredient. Unilever Canada is the first North American spread manufacturer to add the Omega-3s, EPA and DHA, to their heart healthy spreads. To communicate to consumers that Becel Omega-3 Plus™ contains Omega-3s EPA and DHA, from fish oil, they have placed the MEG-3® logo on the back panel.

Becel Omega-3 Plus™ contains 50 mg of EPA/DHA per two teaspoon serving. It contains no trans-fat, is non-hydrogenated, and is low in saturated fat. It has also been given the health check by the Heart and Stroke Foundation. This new margarine is available in major grocery stores throughout Canada.

Shirley Chanyi, Becel Brand Development Manager with Unilever Canada, said, “We created this new Becel margarine because we wanted to provide our consumers with a simple way to contribute to their daily intake of all types of Omega-3, including the physiologically essential EPA and DHA fatty acids. We are committed to delivering heart healthy solutions to our consumers and we felt the MEG-3® Omega-3 EPA/DHA ingredient was a perfect match with our Becel margarine. Becel is a brand on a mission, committed to help consumers to “Love Your Heart”! We want Becel to continue to be the people’s choice for a healthy spread.”

Rick Pope, Vice President of Global Strategic Accounts with ONC, said, “Ocean Nutrition Canada is delighted to partner with a world class food company such as Unilever. Unilever places high value on research and innovation and are seen as leaders

in health focused nutrition. Ocean Nutrition and Unilever are like minded organizations as we are both committed to delivering our customers with the highest quality, science based nutritional products possible.”

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 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

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