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Eco-Friendly Methods Key to Kona Kampachi® -Sustainable Aquaculture Touted as an Environmentally Responsible Solution to Declining Fisheries-

KONA, Hawaii (2008)—At a time when over half the world's fisheries are depleted from over-fishing and many formerly abundant species are all but commercially extinct, Kona Blue has developed a sustainable, environmentally friendly alternative to meeting increasing consumer demand for fresh fish. By combining cutting-edge marine hatchery science with a carefully selected offshore location, the company stocks its offshore cages with its trademark **Kona Kampachi®** without depleting wild fish stocks of this native Hawaiian yellowtail or harming the ocean environment.

Kona Blue was founded by two Hawaii-based marine biologists who understand the delicate balance of ocean ecosystems. Since starting the company in 2001, they have perfected the hatchery science behind rearing Kona Kampachi® and other species. This hatchery technology separates Kona Blue from the many aqua ranchers who catch wild fish and grow them in cages. Over time, Kona Blue believes that hatchery technology will be central to meeting the critical global demand for fish because it fundamentally takes pressure off wild stocks.

The Kona Blue operation borrows from the ancient Hawaiian tradition of natural aquaculture systems in the form of fishponds. The company's system raises Kona Kampachi® in its natural habitat in large submerged cages in the open ocean. No genetic engineering, hormones, or preventative antibiotics are used in the process.

Furthermore, the location—in deep water approximately half a mile off the west coast of the Big Island of Hawaii—ensures that there is no impact on delicate coral reefs or coastal ecosystems. The seabed here is sandy, and strong currents move through the offshore site.

Prior to commencing operations, Kona Blue went through an exhaustive three-year permitting process to satisfy all relevant federal and state regulatory agencies. Throughout this process, the company was also consulting with Native Hawaiian leaders, local fishermen, environmentalists, and other community groups. The company's operations are monitored on an ongoing basis by the State Division of Aquatic Resources, the National Pollutant Discharge Elimination System, and the National Humpback Whale Sanctuary. This oversight, combined with Kona Blue's own stringent internal monitoring, ensures the operation does not harm the surrounding marine ecosystem or degrade ocean water quality. In the three years that Kona Blue has been growing fish in the open ocean on this site, there has been no significant impact on the surrounding ecosystem.

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ABOUT KONA KAMPACHI®

Kona Kampachi® is a premium, versatile Hawaiian yellowtail endorsed by top chefs nationwide. A healthy fish with high levels of Omega 3's and no detectable amounts of mercury, Kona Kampachi is a top quality sashimi-grade fish with no additives, genetic engineering or hormones. From the leader in eco-friendly aquaculture, Kona Kampachi provides numerous environmental benefits as it is raised by marine biologists at Kona Blue Water Farms in deep open-ocean off the Kona, Hawaii coast with no depletion of wild fish stocks or measurable environmental impact on water quality or coral reefs. Kona Blue, the first sustainable operation in the United States to grow fish in the open ocean from an integrated hatchery, is committed to building an environmentally sustainable future through marine fish hatchery technology, sustainable feeds, and open ocean aquaculture.

Find more about Kona Kampachi and Kona Blue at www.kona-blue.com.

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