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TESTS SHOW KONA KAMPACHI® IS RICH IN OMEGA-3S WITH NO DETECTABLE MERCURY

KONA, Hawai'i (2008) — At a time when mercury content in fish is a serious public concern, consumers can be reassured that it is possible to enjoy the health benefits of a delicious fish that is free of detectable mercury or contaminants. Kona Kampachi®, a popular Hawaiian yellowtail sustainably grown in the open ocean off the coast of Hawaii, has been proven to contain no detectable mercury. The fish also has a rich concentration of Omega-3 fatty acids, which are beneficial for the prevention of heart disease and reducing blood pressure.

According to laboratory tests conducted regularly by Surefish, an independent international seafood quality testing firm, Kona Kampachi does not contain mercury to the .02 mg/kg detection limit, which is 50 times lower than the U.S. Food and Drug Administration's allowable limit of 1 mg/kg. This means that according to guidelines set by the F.D.A. and the U.S. Environmental Protection Agency, Kona Kampachi is safe for unrestricted consumption, even by children and pregnant women.

"We continually submit each batch of our fish for testing and analysis before harvesting them, and the tests have consistently come back 'undetectable' for mercury," said Kona Blue CEO Mike Wink. "And with a high concentration of Omega-3s, this confirms Kona Kampachi as one of the purest, healthiest fish on the market."

The American Heart Association (AHA) recommends eating fish, particularly fatty fish, twice a week. Incorporating fish into a regular diet offers people the nutrition they need – high amounts of protein, low calories, low saturated fat content and essential Omega-3 fatty acids. In addition to promoting heart health, Omega-3s are also linked to increasing brain development and preventing cancer, arthritis and even depression.

Wink attributes the purity and health benefits of Kona Kampachi to the company's policy of nurturing its fish from hatch to harvest. Kona Kampachi originates from select brood stock, is fed high-quality sustainable and natural feed, and is grown naturally in deep-water cages in the open ocean. These controls, combined with the rapid growth cycle of Kona Kampachi, ensure that mercury or other contaminants do not accumulate in this fish the way it does in most wild-caught fish.

"There's a myth that wild-caught fish are somehow healthier than cultured fish," said Wink. "But our fish debunk that notion. They are significantly healthier and purer than most wild-caught fish. With wild fish, you don't always know where that fish has traveled or what it has eaten. With our fish, you know it has been raised on sustainable and natural feed in some of the cleanest water on Earth."

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ABOUT KONA KAMPACHI®

Kona Kampachi® is a premium, versatile Hawaiian yellowtail endorsed by top chefs nationwide. A healthy fish with a high level 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. Sustainably grown from hatch to harvest, there is no depletion of wild fish stocks, nor 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.

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