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**ONGOING TESTS SHOW KONA KAMPACHI® IS RICH IN OMEGA-3S  
WITH NO DETECTABLE MERCURY  
-ALLOWS FOR “WORRY-FREE SUSHI”-**

**KONA, Hawai`i (February, 2008)** — Recent reports of high mercury content in tuna sampled from New York City sushi restaurants have caused considerable confusion among seafoodlovers about the health benefits versus the safety of the fish they eat. Now consumers can be reassured that they can consume the recommended 12 ounces of fish a week for the essential health benefits of Omega-3 fatty acids, without any risk of contamination from mercury or other pollutants.

Kona Kampachi®, a popular Hawaiian Yellowtail sustainably grown in the open ocean off the coast of Hawaii, has proven to contain no detectable mercury or contaminants in regular, ongoing testing. The fish also has one of the highest concentrations of Omega-3s, 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. “The safety and purity of our Kona Kampachi has always been at the heart of our company’s commitment to sustainability. Because we control our fish from hatch to harvest, our brand can offer our customers assurances that they just can’t get from wild-caught fish.”

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.

With an average fat content of approximately 30 percent, Kona Kampachi contains up to three grams of Omega-3s per 100 grams weight. This gives the fish one of the highest concentrations of Omega-3s among any other fish on the market today.

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 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.

"The recent news of mercury in tuna underscores the imperative for producing a safe, sustainable supply of healthful fish," said Wink. "It has always been Kona Blue's mission to produce the most delicious, healthiest and purest fish on the market today."

#### ABOUT KONA KAMPACHI®

Kona Kampachi® is a premium, versatile Hawaiian yellowtail endorsed by top chefs nationwide. A healthy fish with among the highest 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. 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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