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“TOP GREEN PRODUCT” KONA KAMPACHI® MONTHLY SALES JUMP 200% IN 2007
Open Ocean Grown Fish Answers Market Demand for Sustainable Seafood

KONA, Hawai'i (January 2008) — Kona Blue Water Farms announced an increase of 200% in monthly sales of its sustainably-raised Kona Kampachi, from January to December, 2007.

Recently named by *Food and Drink* magazine one of the top green products of 2007, Kona Kampachi®, a Hawaiian yellowtail fish, has been enthusiastically welcomed by chefs and consumers who are increasingly concerned about the safety and sustainability of their seafood. Kona Blue sustainably raises Kona Kampachi® from hatch to harvest, with no depletion of wild fish stocks. The fish are grown in submersible cages in pristine water over 200 feet deep with strong currents, so that there is no detectable environmental impact.

In addition to supporting Kona Blue's pioneering, eco-friendly form of open ocean aquaculture, chefs nationwide praise the fish for its premium quality and versatility in both raw and cooked menu items. Kona Kampachi® has among the highest concentrations of Omega-3s of any fish, and has no detectable mercury or contaminants.

“We've had a very positive response to Kona Kampachi® from consumers, who appreciate that it's the purest, safest and healthiest fish on the market,” said Michael Wink, Kona Blue CEO. “But what we've really found is that once people taste it in supermarket demos, they're sold. We're very proud to offer such a delicious, high quality product, and are delighted that chefs and consumers care as much as we do about doing this in an environmentally sound manner.”

Wink is projecting sales growth to surpass capacity at the current farm by mid-2008, and is seeking to double operations in Hawaii and begin international expansion. The Company recently moved its headquarters from Honolulu, Hawaii to San Francisco, California to be closer to its customer base to better serve increasing demand.

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.