



Making great shrimp easy.®

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COASTAL SEAFOOD PIONEER

SEAPAK SHRIMP COMPANY

CELEBRATES 60 YEARS OF INNOVATION AND SUCCESS

***St. Simon's Island-based Company Reigns during its 60th Anniversary as
#1 Selling Retail Shrimp Brand in Country***

St. Simons Island, Ga., May 7, 2008 – SeaPak Shrimp Company was born six decades ago on a remote coastal island of Georgia. This week, as the shrimp giant celebrates its 60th anniversary in that same St. Simons Island home, it will launch a year-long celebration honoring its #1 leadership position in the country and its strong coastal heritage.

“Obviously, this is an important historical milestone for SeaPak Shrimp Company,” said Bryan Jaynes, Director of Marketing, SeaPak Shrimp Company. Consumers have made us the #1 selling retail brand within the frozen specialty shrimp category and we’ve worked hard to ensure that SeaPak Shrimp Company sets a gold standard for all to follow.”

Timed to the 60th anniversary, SeaPak boasts a redesigned website, all-new packaging showcasing its coastal Georgia heritage, and an entry into the fish and crab cake market that marks one of the most significant brand extensions in the company’s 60-year history.

Throughout the year SeaPak will celebrate with an outstanding line-up of new product introductions, as well as a national recipe contest calling for at least 60 delicious dishes prepared with SeaPak products.

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All-Natural Fish Fillets and Maryland-Style Crab Cakes:

SeaPak recently announced the addition of all-natural fish fillets and authentic Maryland-style crab cakes to its existing lineup of quality shrimp products.

“Consumers asked us for additional varieties of premium, restaurant-quality seafood products,” said Jaynes. “And we responded. Seafood lovers can now enjoy salmon, tilapia and Maryland-style crab cakes that meet the same high quality standards as our great-tasting shrimp products.”

SeaPak’s new fish fillets are cut by hand from whole fish and prepared with all-natural ingredients, just the way they are served in fine restaurants. Consumers can choose from two varieties: SeaPak Herb Butter Salmon and SeaPak Artichoke Pesto Tilapia. Both are free of additives and preservatives, are easy to prepare, and can be cooked either in the oven or on the grill. SeaPak has also introduced all-natural Maryland-Style Crab Cakes, which are prepared by hand using 100% real crab meat from wild blue swimming crabs.

New Packaging: SeaPak Showcases Coastal Georgia Location

To support its award-winning products and to kick off its 60th anniversary year, SeaPak Shrimp Company recently unveiled all-new packaging featuring crisp new graphics and photography.

And, coastal Georgia will begin receiving national attention thanks to SeaPak! The company proudly promotes its St. Simons Island location on its new packaging. The side panel reads, “St. Simons Island. Like no place on earth.” An image of the St. Simons Island lighthouse is an integral part of the company’s newly redesigned logo. A photograph of the lighthouse also appears on the packaging, along with a map highlighting St. Simons Island and the coast of Georgia.

“Our heritage as a coastal Georgia company is an important element of our brand,” said Jaynes. “Our proximity to the sea has contributed to our success. Because we know seafood, we are able to provide the highest quality products for consumers.”

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60 Years of Innovation and Success:

SeaPak boasts a strong lineup of delicious breaded and un-breaded shrimp favorites, including the three top-selling items in the entire value-added shrimp category, which includes the #1 selling Jumbo Butterfly Shrimp, the #2 selling Popcorn Shrimp and an all-time favorite, Shrimp Scampi as #3.

Over the past 60 years, SeaPak Shrimp Company has also garnered numerous accolades for its products. SeaPak breaded shrimp has won the American Culinary ChefsBest Taste Award award for the past four consecutive years. In 2007 SeaPak received the Frozen Food Age Category Leadership Award, which is presented to brands within select food categories that have established themselves as leaders based on sales, brand management, and best practices.

“We are continually developing innovative and exciting new products,” said Jaynes. “Our research indicates that consumers are looking for what we offer -- great taste, high quality, value, and convenience. We plan to deliver on our brand promise - ‘Making Great Shrimp and Seafood Easy’ - throughout 2008 and beyond.”

SeaPak Shrimp Company is a founding and governing member of the Aquaculture Certification Council (ACC), a non-governmental, non-profit organization that monitors the social, environmental and food safety activities of aquaculture facilities throughout the world. SeaPak proudly purchases products from processors that have been certified by ACC, and provides ongoing support to the efforts of both the ACC and the Marine Stewardship Council (MSC).

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SeaPak Shrimp Company History:

Prior to World War II, Americans primarily ate locally and regionally grown foods. The technology simply didn't exist to pack and transport fresh foods over greater distances. Consequently, most Americans, unless they lived near coastal waterways, had never enjoyed shrimp, crabs, oysters, and other seafood.

Sea Island Packing Company revolutionized the food industry in late 1948 when it launched operations on the grounds of a former Naval training base on St. Simons Island, Georgia. Utilizing a converted naval cold storage freezer, within a year the company developed the Individual Quick Freezing (I.Q.F.) process to flash freeze shrimp and lock in flavor in its original state of freshness. This new process forever changed the way the shrimp industry would freeze products. And it set the stage for the founding of SeaPak Shrimp Company, which today markets America's #1 selling retail brand of value-added frozen shrimp.

About Rich Products Corporation

Rich Products Corporation, owner of SeaPak Shrimp Company, is the founder of the non-dairy segment of the frozen food industry and a leading world-wide supplier and solutions provider to the retail, food service, and in-store bakery marketplaces. The company, which posts annual sales exceeding \$2.6 billion, employs more than 7,300 people worldwide and sells a variety of products to 73 countries.

The Consumer Brands Division of Rich Products, located on Saint Simons Island, is responsible for the successful portfolio of Rich products sold to consumers at retail grocery and club stores nationwide. In addition to SeaPak, other brands in the portfolio managed by the Consumer Brands Division of Rich Products include *WorldCatch*, the first all-natural brand of value-added seafood; *Farm Rich*, delicious appetizers that include the #1 selling cheese sticks in the country; *Casa Di Bertacchi*, the gold standard for authentic Italian meatballs; *Byron's Authentic Bar-B-Q*; and *Jon Donaire* decadent desserts.

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