



Making great shrimp easy.®

FOR IMMEDIATE RELEASE

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THE LENTEN MENU SOLUTION:

FISH AND SHRIMP FRIDAYS!

St. Simons Island, Ga., Jan. 31, 2008 – It's going to be "Fish and Shrimp Fridays" for Lent in 2008, beginning Feb. 6! While "Fish Fridays" is a common term associated with the 40-day season leading up to Easter, shrimp has long been a favorite on the Friday menu when observers seek to abstain from meat. And for good reason: shrimp is delicious and it's the #1 selling seafood in America.

Frozen shrimp took the lead during last year's Lenten season as the preferred frozen seafood purchased at retail. According to IRI data for the four weeks ending March 18, 2007, UPC-scanned frozen shrimp sales (excluding meal kits) bypassed UPC-scanned frozen fish sales at retail. Frozen fish sales were reported at \$76.6 million in dollar sales, with frozen shrimp sales coming in at \$79.1 million in sales for the same period.

Why shrimp?

"We all know shrimp is special, and it's becoming recognized as a great tasting protein alternative," said Bryan Jaynes, Director of Marketing for SeaPak Shrimp Company. "Consumers enjoy its flavor, versatility, and ease of preparation. We're also learning more everyday about the health benefits and nutritional value it offers."

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SeaPak "Fish and Shrimp Fridays"/2

Shrimp is high in protein and free of carbohydrates. With little to no saturated fat, and zero trans fat, shrimp is a lean source of protein, and also a good source for vitamin D, vitamin B-12, tryptophan and selenium. The omega-3 fatty acids (i.e. "good fat") in shrimp serve as a heart healthy brain booster and can decrease triglyceride levels, thereby reducing the risk of cardiovascular disease.

This is great news for the growing number of shrimp lovers. Shrimp isn't just for special occasions anymore. It's a great tasting nutritional choice as well.

"At SeaPak, making shrimp easy is our goal and focus. Whether it's jumbo butterfly shrimp, popcorn, scampi, coconut or even tempura, we have a great-tasting shrimp variety," added Jaynes. "Or, when combined with a few simple ingredients, our products can be transformed into literally dozens of delectable dishes that will ensure unique dining occasions for those who love all things shrimp."

SeaPak Launches All-Natural Fish Fillets and Maryland-Style Crab Cakes Just in Time for Lent!

This year, "Fish and Shrimp Fridays" are going to be even better because SeaPak, the #1 selling retail brand within the frozen specialty shrimp category, has just added all-natural fish fillets and authentic Maryland-style crab cakes to its existing line-up of superior shrimp products.

"Consumers asked us for more varieties of premium, restaurant quality seafood products that offer the same outstanding taste and recipes that we're known for with our shrimp," said Jaynes. "And, we have responded. Just in time for Lent, seafood lovers can enjoy our premium fish fillets and crab cakes along with our great-tasting shrimp products. We cut our fish fillets by hand from whole fish, and prepare them with all-natural ingredients, just the way they are served in fine restaurants."

Consumers can choose from two new varieties of fish. SeaPak Herb Butter Salmon offers two hand-cut, five-ounce wild Alaskan salmon fillets perfectly seasoned with real herb butter, white wine, fresh garlic, lemon juice and a special blend of herbs and spices. SeaPak Artichoke Pesto Tilapia features two delicious six-ounce fillets that are topped with a generous mixture of finely diced artichoke hearts, roasted red peppers, garlic, fresh basil, olive oil, lemon juice, spices and Parmesan cheese. There are no additives or preservatives, they are easy to prepare and can be cooked on the oven or grill.

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SeaPak "Fish and Shrimp Fridays"/3

In addition to the new fish fillets, SeaPak has introduced all-natural Maryland-Style Crab Cakes. They are prepared by hand using 100% real crab meat from wild blue crabs and are mixed with Maryland-style seasonings, all-natural mayonnaise, onions and a special mixture of bread crumbs. To top it off, a delicious aioli sauce is included in the package.

"We're thrilled with the taste and quality of these new products," added Jaynes. "We're sure these will become favorites on the menu!"

Register to Win a Food Network Tour in Las Vegas!

In partnership with Food Network, the food programming cable giant, SeaPak has kicked off a giveaway that includes a grand prize of an all-expense paid three night culinary trip for two to Las Vegas! The winner and a guest will dine each night at a different Food Network chef's restaurant. In addition, they'll receive \$1,000 to spend in this exciting "city that never sleeps" and they'll take cooking classes from Food Network chefs. Numerous first prize winners will each receive \$1,000 to spend shopping online at the Food Network Store – where you can find "everything but the kitchen sink."

Consumers can register to win through March 31, 2008 at www.SeaPak.com, where they can also find delicious recipes and share their secrets for great tasting shrimp. They can also access the SeaPak site via www.foodnetwork.com/seapak.

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SeaPak "Fish and Shrimp Fridays"/4

What's Our Secret?

Delicious Recipes Developed for "Fish and Shrimp Fridays" In Lent!
(300 dpi/4x6 photos available to news media at www.seapak.com/media; call 404-317-0731 for password)

To help make mealtimes during Lent really special occasions, SeaPak has developed several signature recipes that are described below. Some are the handiwork of SeaPak's very own registered dietician and Food Network celebrity, Robin Miller. Consumers who want to enjoy "Fish and Shrimp Fridays" during all forty days of Lent – and even all year long! – can find more great tasting recipes and meal solutions at www.SeaPak.com.



Butterfly Shrimp Scaloppini

Prep Time: 3 minutes
Cook time: 12 minutes
Makes: 2 - 3 servings

1 carton (9 oz.) SeaPak® Butterfly Shrimp, frozen
1/2 cup butter
1 clove (about 1 tsp) of garlic, chopped
2 tbs. lemon juice
1 tbs. white wine
2 tsp. capers (if desired)

PREPARE shrimp according to package directions.

MELT butter in a small skillet until simmering. Add garlic and sauté for 2 minutes while stirring frequently. Add lemon juice and wine. Sauté an additional 1 to 2 minutes until mixture is bubbly.

PLACE shrimp on serving dish. Drizzle with hot butter sauce. Serve immediately.

Recipe courtesy of Food Network Celebrity and SeaPak Partner Robin Miller.

SeaPak "Fish and Shrimp Fridays"/5



Caribbean Coconut Shrimp Salad

Prep Time: 5 minutes
Cook time: 12 minutes
Makes: 4 servings

1 carton (10 oz.) SeaPak® Coconut Shrimp
1 bag romaine lettuce, chopped
1 cucumber, chopped
1/4 cup macadamia nuts, roughly chopped (if desired)
Juice of 2 limes (about 1/4 cup)
2 tbs. honey
1 tsp. red wine vinegar
1/4 tsp. olive oil
1 packet of orange sauce (included in carton)

PREPARE shrimp according to package directions.

PLACE lettuce and chopped cucumber in a large bowl. In a small bowl, whisk together all ingredients in the dressing. Pour desired amount of dressing over lettuce and toss.

PLACE lettuce mixture on serving plates. Top with cooked coconut shrimp. Sprinkle with nuts as a garnish and serve.

Recipe courtesy of Food Network Celebrity and SeaPak Partner Robin Miller.

SeaPak "Fish and Shrimp Fridays"/6



Tangy Lemon Pepper Shrimp

Prep Time: 2 minutes

Cook Time: 9 minutes

Makes: 2 - 3 servings

1 carton (16 oz.) SeaPak® Shrimp Scampi, frozen
1 tsp. lemon pepper
2 tbs. Dijon mustard
1/2 cup dry white wine

HEAT large sauté skillet on medium for 1 minute.

ADD frozen shrimp to pan and sauté 6 minutes.

WHISK lemon pepper, Dijon mustard and wine in a small bowl. Pour mixture over shrimp. Stir well to incorporate all ingredients. Simmer for additional 3 to 5 minutes (or until shrimp are fully cooked), stirring frequently.

SERVE shrimp over pasta or rice.



Casino Popcorn Shrimp Pizza

Prep Time: 4 minutes

Cook Time: 21 minutes

Makes: 6 slices

1 carton (20 oz.) SeaPak® Popcorn Shrimp
3/4 cup Alfredo sauce
3/4 cup chunky marinara sauce
3 tbs. pre-cooked bacon crumbles (or 3 strips of bacon cooked and crumbled)
1 large 14" pre-made pizza crust
1 cup shredded mozzarella

PREHEAT oven to 450°.

PREPARE the shrimp according to package directions.

COMBINE alfredo sauce and marinara. Spread over pizza crust. Sprinkle cooked bacon crumbles and half of the mozzarella over pizza crust. Scatter cooked shrimp over pizza and top with remaining cheese.

BAKE pizza for 10 to 15 minutes or until cheese is melted. Slice and serve immediately.

SeaPak "Fish and Shrimp Fridays"/7



Shrimp Scampi with Asparagus Casserole

Prep Time: 4 minutes

Cook time: 25 minutes

Makes: 3 - 4 servings

- 1 carton (12 oz.) SeaPak® Shrimp Scampi, frozen
- 1 package (10 oz.) plain cous cous (about 1 ½ cups dry)
- 1 can (14 oz.) vegetable broth
- 1 lb. fresh asparagus, chopped into 2" pieces (about 2 cups)
- 1/2 cup shredded Parmesan cheese

PREHEAT oven to 425°.

CHOP asparagus. Pour dry, cooked cous cous into 6" x 8" in glass baking dish. Add can of vegetable broth and stir with fork.

SPREAD asparagus over cous cous. Spread shrimp in a single layer on top of asparagus. Sprinkle cheese on top of shrimp.

BAKE for about 22 to 25 minutes or until shrimp are fully cooked.

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