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FOOD NETWORK CELEBRITY ROBIN MILLER

JOINS FORCES WITH SEAPAK SHRIMP COMPANY

***SeaPak Continues Prominent Advertising Campaign on Food Network and Unveils
Newly Redesigned Consumer Website***

St. Simons Island, Ga., Oct. 3, 2007 – SeaPak Shrimp Company, frozen seafood industry leader and the producer of the #1 selling brand of frozen, value-added shrimp in the U.S., today announced details of its 2007-2008 multi-media advertising campaign, including an exciting partnership with Food Network celebrity Robin Miller.

Just in time for October's National Seafood Month, the new campaign kicks-off this week with Miller delivering the company's message: "Making Great Shrimp Easy."

Using her energy, enthusiasm and experienced food know-how, food writer and nutritionist Robin Miller has created delicious recipes showcasing SeaPak Shrimp products. She will also be featured in a series of dynamic cooking demonstration videos, which can be viewed on a newly-redesigned consumer website at SeaPak.com. A comprehensive in-store retailer marketing campaign will highlight the partnership with Miller and promote "Making Great Shrimp Easy."

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SeaPak Shrimp Company
Partnership with Robin Miller/2

The cooking demonstrations leverage Miller's engaging personality and culinary authority to showcase the great taste, versatility and many wonderful usage occasions to incorporate SeaPak Shrimp recipes on the menu.

"Shrimp has the unique ability to turn what could be a wonderful family meal into something elegant enough to serve your guests," said Miller. "SeaPak Shrimp is great for easy entertaining."

Miller is the host of Food Network's *Quick Fix Meals with Robin Miller*, which focuses on creating quick, inventive, and great-tasting meals in minutes. In addition to her high-profile role with Food Network, the registered dietician is the author of six cooking and nutrition-based books, and is a contributing editor for *Health* and *Cooking Light* magazines. Miller also provides recipes and nutritional information to the American Heart Association, the American Institute for Cancer Research, and Weight Watchers.

"We are thrilled to have Robin Miller join the SeaPak team," said Bryan Jaynes, Director of Marketing, Rich Products Corporation. "Her specialty is making great-tasting meals in minutes, which perfectly correlates with our 'Making Great Shrimp Easy' campaign."

SeaPak advertising, featuring :15 and :30 second advertisements, will continue to air throughout Food Network's most-popular programming, including *Quick Fix Meals with Robin Miller*, *Emeril Live!*, *30 Minute Meals*, *Everyday Italian*, *Paula's Home Cooking*, and *Semi-Homemade Cooking with Sandra Lee*.

In addition, two new and compelling vignettes have been created in partnership with Food Network showcasing delicious SeaPak shrimp recipes that viewers can immediately prepare in their own kitchens. The ads and the new cooking vignettes will also appear on FoodNetwork.com, the number one food and cooking destination online. Consumers will also have the opportunity to watch the Robin Miller SeaPak demonstrations via advertisements on FoodNetwork.com, which will direct them to SeaPak.com for viewing.

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SeaPak Shrimp Company
Partnership with Robin Miller/3

SeaPak Shrimp Company first partnered with Food Network in 2005, when it launched the largest multi-media advertising campaign in the company's history.

"Food Network has built a stellar reputation utilizing world renowned stars dispensing practical, how-to cooking advice," said Jaynes. "Their approach encourages consumers to try new recipes, which uniquely reinforces our message, 'Making Great Shrimp Easy.'"

In addition, Robin Miller's new recipes can be viewed on SeaPak's newly redesigned website, SeaPak.com. The enhanced site provides consumers with an engaging experience showcasing the high-quality taste of SeaPak shrimp, and offers tools to confidently make great-tasting shrimp recipes at home. Consumers who visit SeaPak.com will find numerous practical tips and innovative ideas for cooking wonderful meals utilizing ready-made, breaded and unbreaded shrimp.

SeaPak Shrimp Company has joined forces with national retail chains across the country to showcase its tag line, "Making Great Shrimp Easy," and to promote its exciting new partnership with Robin Miller. The company's ads will also appear at a variety of in-store point-of-sale venues.

About Food Network:

Food Network (FoodNetwork.com) is a unique lifestyle network and website that strives to be way more than cooking. The network is committed to exploring new and different ways to approach food - through pop culture, competition, adventure, and travel - while also expanding its repertoire of technique-based information. Food Network is distributed to more than 90 million U.S. households and averages more than seven million website users monthly.

Food Network can be seen internationally in Canada, Australia, Korea, Thailand, Singapore, the Philippines, Monaco, Andorra, Africa, France, and the French-speaking territories in the Caribbean and Polynesia.

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SeaPak Shrimp Company
Partnership with Robin Miller/4

About SeaPak Shrimp Company:

SeaPak Shrimp Company is a division of Rich Products Corporation of Buffalo, N.Y., the largest family-owned frozen food manufacturer in the United States. Operating out of its headquarters on St. Simons Island, Georgia, SeaPak Shrimp Company offers eight breaded and four unbreaded varieties of shrimp products. SeaPak boasts a strong line-up of delicious shrimp favorites, including the three top-selling items in the entire value-added shrimp category. The Company recently received the 2007 Frozen Food Age Category Leadership Award, presented to brands within select food categories that have established themselves as an industry leader based on sales data, brand management and best practices.

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