



## **BACKGROUND**

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### **SEAPAK SHRIMP COMPANY:**

#### **PROFILE OF AN INDUSTRY GIANT**

*#1 Selling Retail Shrimp Brand in Country Leads Category with Great-Tasting, Award-Winning Products*

**St. Simons Island, Ga., Oct., 2007** -- Shrimp is king! It's America's top-selling seafood. And for nearly sixty years, SeaPak Shrimp Company has led the seafood industry as the producer of today's #1-selling retail brand within the frozen specialty shrimp category.

"SeaPak Shrimp Company's great-tasting, high-quality products have made us the undisputed leader of the frozen shrimp category," said Jamie McKeon, Vice President of Marketing, Rich Products Corporation. "We've worked hard to ensure that SeaPak Shrimp sets the gold standard. Retail customers and consumers know SeaPak as a quality brand of shrimp they can trust. Our brand has twice the name recognition of our closest competitor."

SeaPak is owned by Rich Products Corporation of Buffalo, NY, the largest family-owned frozen food manufacturer in the United States. Operating out of its headquarters on St. Simons Island, Georgia, SeaPak Shrimp Company has garnered numerous accolades for its products.

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SeaPak Shrimp Company  
Profile of an Industry Giant/2

The Company recently received the 2007 Frozen Food Age Category Leadership Award, presented to brands within select food categories that have established themselves as a leader based on sales data, brand management and best practices.

***SeaPak Products and Shrimp Category Leadership:***

SeaPak boasts a strong line-up of delicious shrimp favorites, including the three top-selling items in the entire value-added shrimp category. SeaPak Jumbo Butterfly Shrimp is the #1 seller in the category; SeaPak Popcorn Shrimp ranks #2; and SeaPak Shrimp Scampi is #3 in total sales (IRI ytd ending 6/24/07). Value-added frozen shrimp products contain additional ingredients, such as battering or seasonings.

SeaPak offers eight varieties of breaded shrimp products and four unbreaded varieties. Five of these products rank within the top ten breaded shrimp products sold nationally.

“Our strong emphasis on new product development and packaging innovation drives our success,” said McKeon. “As an industry leader, we’re extremely alert to the needs and desires of our customers and consumers. Because we’re always raising the bar to exceed consumer taste expectations, we’ve grown at twice the rate of the overall category. We’re certainly pleased with that success.”

***Award Winners:***

In 2007 SeaPak Jumbo Butterfly Shrimp and SeaPak Popcorn Shrimp again received the American Culinary ChefsBest Taste Award. This is the third consecutive year these popular products have won this coveted distinction. ChefsBest is an independent culinary institution comprised of professional chefs who recognize and honor the finest-tasting grocery products in America.

***Shrimp Demand:***

“The outstanding flavor, menu versatility, and ease of preparation of frozen shrimp are pushing demand upward,” said McKeon. “Consumers love the taste, convenience, and nutritional value. Every day we’re learning more about the health benefits of seafood.”

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Seafood consumption has risen dramatically over the past ten years, significantly outpacing the growth in demand for both beef and chicken. Shrimp remains the nation's top-selling seafood. Americans consumed 4.4 pounds per capita in 2006.

Shrimp actually outsold UPC-scanned frozen fish sales during the 2007 Lent season. This forty-day period prior to Easter is recognized across the industry as the top-selling season for seafood throughout the year. SeaPak Shrimp Company registered a 15% gain for Lent 2007 (7 weeks ending 4/8/07, IRI), well above total category growth of 5%.

***SeaPak Shrimp Company Quality Assurance and Sustainability Support:***

SeaPak Shrimp Company is highly regarded within the industry for its adherence to utmost quality standards and its strong commitment to wise resource management and sustainability. The company is a founding and a 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 it provides ongoing support to the efforts of both the ACC and the Marine Stewardship Council (MSC).

***SeaPak Shrimp Company Leadership:***

“We are continually developing innovative ways to drive growth and expand the category,” adds McKeon, “and we have several exciting new products on the horizon. 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 Easy’ - throughout 2007 and beyond.”

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*, a delicious line of appetizers that includes the #1 selling cheese stick in America; *Casa Di Bertacchi*, the gold standard for authentic Italian meatballs; *Byron's* authentic barbeque; and *Jon Donaire*, decadent, hand-finished desserts that consumers prize.

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