

PRESS RELEASE
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U.K. Company Leads the Way for Traceability

Oct. 18, 2010 (United Kingdom)—The U.K.'s leading independent supplier of seafood is to launch an innovative scheme which will allow consumers to trace their fish back to the boat it was caught on.

Cumbrian Seafoods, which supplies fish to the major U.K retailers, is teaming up with the U.S.-based Trace Register® to introduce an online traceability system which will give detailed information about where the products it sells originated from. This forward-thinking initiative, believed to be the first of its kind in Europe, highlights Cumbrian Seafoods' commitment to best practice and has benefits for both trade customers and for the consumer.

The company has been using the system for its warm water prawns for some time without issues and is now planning to roll it out across all of its products.

"Our aim is to be able to get all the information up on the website within four hours of production, which will allow people to be able to see where their fish and shellfish have come from," said Graham Anderson, buying director for Cumbrian Seafoods. "We are already starting to roll out the plan, and our aim is that by March 2011 all of our products will be on this system."

A further benefit of using an automated information management system is that details can be shared electronically, saving time and avoiding the potential for information being lost. At the same time, Trace Register is seen as a sales tool to enhance customer confidence, allowing anyone concerned about the true source of their seafood to access a clearly defined supply chain.

Cumbrian Seafoods is also teaming up with certification body Global Trust, which will validate all the information posted on the website.

"Implementing the Trace Register system will give Cumbrian Seafoods 'push of the button' traceability back to the product source and deliver an electronic platform connecting Cumbrian Seafoods' suppliers and customers," said Andy Furner, vice president of Trace Register. "Cumbrian Seafoods is leading the way by recognizing the opportunities presented by the Trace Register system and by implementing it as a competitive tool for their business."

About Cumbrian Seafoods:

Cumbrian Seafoods is the UK's leading independent seafood supplier and was set up in Maryport in 1997 to provide a range of seafood products to the country's leading multiple retailers. It recently opened a new state-of-the-art £20-million

flagship facility at Seaham, County Durham. The company also operates two further bases; one at Whitehaven, Cumbria and one at Amble, Northumberland. It prides itself on being both an environmentally friendly and ethical company, which employs 850 people across its sites. For further information visit www.cumbrian-seafoods.co.uk

About Trace Register:

Founded in 2006 to provide electronic supply chain traceability for producers, processors, distributors, foodservice operators, retailers, and third-party certifiers of food products, Seattle-based Trace Register LLC is today a leading provider of “farm to fork” traceability for the global food industry, with a strong emphasis on seafood. The Trace Register® system enables all links of the supply chain to connect via a straightforward but powerful web-based platform from anywhere in the world, making it the traceability platform of choice for all companies—from small local producers to large multi-national corporations.

Expanding to meet the growing needs of the global food industry, the Trace Register system is currently available in seven languages and now connects more than 450 companies in 24 countries around the world. The company operates in seven countries: the U.S.A., Belgium, Brazil, Ecuador, Japan, Thailand, and Vietnam.

For more information, please visit www.traceregister.com.