



NEWS RELEASE

For Immediate Release

Contact: Jeanne McKnight
(206) 963-6478

KWIK'PAK FISHERIES CHOOSES TRACE REGISTER TO PROVIDE TRACEABILITY FOR ITS YUKON RIVER SALMON

(Seattle, WA – March 5, 2009) Trace Register, the global food traceability company, today announced that Kwik'Pak Fisheries LLC, of Emmonak, Alaska, has chosen the Trace Register™ system to provide innovative marketing and brand protection for its premium Yukon River king and keta (chum) salmon.

Kwik'Pak markets its wild salmon—described by the *New York Times* as “perhaps the best-tasting salmon in the world”—to retail and foodservice markets throughout the United States.

Trace Register CEO Phil Werdal applauded Kwik'Pak's decision. “We are pleased that Kwik'Pak has chosen Trace Register to provide full supply chain traceability for such a valuable product and respected brand,” Werdal said. As the owner of a fishing company in Alaska for nearly 30 years, Werdal said he is well-aware of the challenges that fishermen and marketers face in protecting the value of their brand in the marketplace: “Source-to-sale traceability is essential to customer confidence and perception of value.”

Kwik'Pak General Manager Jack Schultheis said he looks forward to “assuring our customers and consumers that they are indeed getting the product they are paying for.” In addition, Schultheis said, supply chain traceability “will help ensure that the Yup'ik fishermen who supply our company are getting a well-deserved premium for their efforts—and their superior salmon.”

Trace Register, which provides traceability for the Global Aquaculture Alliance's Best Aquaculture Practices program and for Trident Seafoods' Russian CertiFish® pollock products, is based in Seattle. The company also has offices in Japan and China.

For more information, visit www.traceregister.com.

For information on Kwik'Pak, visit www.kwipakfisheries.com.