

NEWS RELEASE

Raincoast Trading announces winner of a year's worth seafood supply contest

Vancouver, Canada — April 22, 2011 — Raincoast Trading is pleased to announce that Mary Tamaki of Calgary, Alberta is the winner of the company's "Win A Year's Worth of Sustainable Canned Tuna and Salmon Contest", a social media contest that launched last fall in Canada and the United States. The contest gave seafood lovers the chance to win a year's worth of sustainable, all natural canned tuna and salmon.

The twelve-month seafood supply has a retail value of more than \$1,000 consists of 208 tins of tuna and salmon (104 cans of Albacore Tuna and 104 cans of Pink Salmon, Skinless Boneless), which is the equivalent of four 150 gram tins of seafood per week for a year for two people.

"I can't believe I won a year's supply of premium seafood," said Tamaki. "Many thanks to Raincoast Trading for this contest. I look forward to creating and finding more great recipes to use with your tuna and salmon!"

There were five ways to enter the contest. Participants could tweet a message, post a comment on Facebook, upload a video to YouTube, post a product photo on Flickr, or write a blog post. They could enter up to five times a day so the more ways and times they entered, the greater the chance they had of winning the year's supply of seafood.

"We would like to thank everyone who participated in our contest," said Kim Stockburn, Raincoast Trading's Brand Manager. "We had a lot of fun interacting with customers online and look forward to continuing that interaction in the future, especially as we get ready to launch and add a new product to our sustainable seafood line."

About Raincoast Trading

Raincoast Trading sells premium quality, wild canned tuna and salmon caught from well-managed and regulated Pacific Northwest fisheries along the coast of Washington, Oregon, British Columbia and Alaska. The family-run company catches albacore tuna using a "hook and line" method and catches salmon using portable fishing traps, avoiding unwanted marine habitat and species destruction. Raincoast Trading tins are 100 percent bisphenol A-free and product labels are printed with soy-based inks. Raincoast Trading all natural canned seafood products are available in most natural and organic stores across North America.

Media Contact:

Maria Loscerbo
maria@epicpr.ca
604-732-6221

Sales Contact:

Kim Stockburn
kim@raincoasttrading.com
778-372-2882