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CONTACT: Nancy Civetta / Civetta Comunicazioni
T: 617-577-8098 / E: nancy@civettacom.com

Who:	Henry & Lisa's Natural Seafood ~ Nurture Your Health™
What:	New line of easy-to-prepare, healthful, eco-friendly seafood for kids and adults
When:	On shelves now
Where:	At grocery stores nationwide
Why:	To provide a seafood solution for families and support responsible fisheries
Keywords:	Brain Food, Quick Meals, Seafood Health Benefits, Sustainable Fisheries, Omega-3s

HENRY & LISA'S NATURAL SEAFOOD: BRAIN FOOD FOR THE WHOLE FAMILY!

Fish Nuggets Entice the Kids, Teriyaki Salmon Satisfies Dad, Caribbean Mahimahi Wins Over Mom

(Dover, N.H...August 22, 2007) Diving deeper into the market demand for healthy and environmentally friendly foods, [Henry & Lisa's Natural Seafood](#) unveils a line of tasty, easy-to-prepare, sustainable seafood in stores across the country, making it easy for consumers who want to maximize the health benefits of eating fish at home, but are not quite sure where to start.

"Our goal is to provide a product that offers a solution," says founder **Henry Lovejoy**. "All of our products contain healthy omega-3s, are easy to prepare, have no antibiotics, chemicals, hormones or preservatives, and are independently tested for mercury and PCBs by [Seafood Safe](#). Plus, we work with an independent [Seafood Advisory Board](#) to source the most sustainable seafood available."

Just in time for back-to-school, Henry & Lisa's Natural Seafood introduces **Wild Alaskan Fish Nuggets** made with [MSC-certified Alaskan pollock](#) from the Bering Sea. Frozen on board to assure peak freshness, the flaky nuggets are coated with light, crispy whole wheat bread crumbs, taking kids' favorite fish sticks up a grade. Boasting no trans fats and high omega-3s (230 mg per serving), these nuggets are a serious source of "brain food" for kids - and have tested safe to eat as often as picky eaters demand.

Adults can also take advantage of the **sources of lean protein** provided by single servings of chef-inspired **Teriyaki Wild Alaskan Salmon** and **Caribbean Mahimahi**. These vacuum packed **Grab n' Go's** are deliciously pre-marinated, ready for the grill and ideal for a quick, no-mess meal. Also on shelves now, **Natural Cooked White Shrimp**, grown in a land-based organic Ecuadorian farm (not on an unspecified coastline in China), take the guesswork out of buying healthy and safe shrimp.

Henry & Lisa's Natural Seafood's parent company, [EcoFish, Inc.](#), was recently honored with the [Ecological Society of America's](#) prestigious **Corporate Award**, which recognizes a corporation, business, division, program or an individual of a company for its accomplishments in incorporating sound ecological concepts, knowledge and practices into its planning and operating procedures.

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Henry & Lisa's Natural Seafood is available at **Big Y** (Conn., Mass.); **Earth Fare** (Ga., N.C., S.C., Tenn.); **Fairway** (N.Y.); **Farm Fresh** (N.C., Va.); **Giant Food Stores** (Penn., Washington, D.C.); **Market of Choice** (Ore.); **Martin's Food Markets** (Md., Penn., Va., Washington, D.C., W. Va.); **New Seasons** (Ore.); **Price Chopper** (Conn., Mass., N.H., N.Y., Penn., Vt.); **Shaw's** (Conn., Maine, Mass., N.H., R.I., Vt.); **Tops** (N.Y., Penn.) and **Ukrops** (Va., Washington, D.C.). Henry & Lisa's Natural Seafood can also be found nationwide at **Super Target**, **Whole Foods Market**, **Wild Oats** and hundreds of independent and natural/gourmet stores. [Click here](#) to find a store near you.

About Henry & Lisa's Natural Seafood

With a deep-rooted passion for seafood and for preserving valuable natural resources, Henry and Lisa Lovejoy help consumers nurture their health and the environment with their Henry & Lisa's Natural Seafood brand. In 1999, the Lovejoys founded Henry & Lisa's Natural Seafood's parent company, EcoFish, Inc., the first to market only sustainable seafood species, and have pioneered the category ever since. Working with artisanal fishing families from around the world to source the highest quality seafood they can find, the Lovejoys are committed to selling easy-to-prepare products that are full of heart-healthy nutrients and free of chemicals, hormones and antibiotics. In an age of overfishing and health risks associated with seafood, Henry & Lisa's Natural Seafood offers consumers an easy solution to a fragile problem by taking the guesswork out of enjoying the nutritious bounty that our oceans have to offer. Visit www.ecofish.com to find out more.

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