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MAINE'S PORTLAND SHELLFISH CONTINUES EXPANSION THROUGHOUT EUROPE AND MIDDLE EAST

Recent expansion includes new hire of agents to service new seafood accounts in Middle Eastern, European, and African states

Portland, Maine—Portland Shellfish (www.pshellfish.com), a leading Maine-based processor of Maine Lobster, Jonah Crab, and Maine Shrimp, today announced that its shellfish products export business has seen rapid growth overseas following recent participation in two major international food exhibitions. Currently shipping to over 20 countries worldwide, the Portland, ME-based company has added two overseas sales agents to its team who will provide on-the-ground support for new and existing accounts throughout Europe, Africa, and the Middle East.

Portland Shellfish, through its distribution network, provides its Claw Island brand Maine Lobster, as well as its Portland Lighthouse brand Jonah Crab and Maine Shrimp, to thousands of major market specialty food stores and seafood markets throughout the U.S. (All Portland Shellfish products are wild-caught off of the Maine coast.) The Portland company, launched in 1993 by President and Founder Jeff Holden, a native Mainer, also serves thousands of top-tier locations including domestic and international luxury hotels, cruise lines, four-star restaurants, and airlines.

The company's latest round of growth in the export market is continued recognition of Portland Shellfish's market-leading ability to provide retail and foodservice customers with premium fully cooked, blanched, and uncooked premium Maine shellfish products.

A Commitment to New Overseas Markets

Portland Shellfish's new overseas business stems from the company's impressive showing in late February at Dubai's "Gulfood 20" food show, the Middle East's largest food exhibition, which this year attracted over 45,000 attendees. At the four-day Dubai show, Portland Shellfish was the only supplier to showcase frozen premium Maine Lobster, Jonah Crab, and Maine Shrimp products to prospective buyers from over 150 countries.

Additionally, the Maine company caught the attention of attendees in the popular U.S. Pavilion at the European Seafood Exposition, held in Brussels in late April. The Brussels show, at which Portland Shellfish has exhibited for eight years, attracts leading buyers from Europe's biggest markets.

"This was a particularly good year for us at the 2009 European Seafood Exposition in Brussels," according to Holden. "At the Brussels event, we saw a high interest level in our Portland Lighthouse Jonah Crab Claws, as well as in our Claw Island Maine Lobster products."



The company has had success at earlier European Seafood Expositions, as well: Its Claw Island brand Maine Lobster was named a Prix d'Elite Finalist at the 2007 European Seafood Exhibition, held in Belgium. The prestigious award – presented in recognition of Claw Island brand Maine lobster's flavor, quality, and ease of use – is noteworthy, in that Portland Shellfish was singled out from over 1,000 exhibitors from more than 54 countries at the show for its Claw Island cooked whole Maine lobster product.

Continued business expansion reflects Portland Shellfish's commitment to participate in the global sales arena. "Since our founding, we've been working to bring quality Maine seafood products, competitively priced, to worldwide markets," Holden said. "We really believe in the quality and uniqueness of Maine shellfish, and we bet that if more consumers overseas could just sample Portland Shellfish products to learn what they're all about, they'd feel that same attraction, too."

Addition of Two New Overseas Sales Agents

Holden's plan for Portland Shellfish continues to bear fruit. The company recently signed UK-based Nigel Lund as its managing director to represent its product interests and growing accounts in Europe, the Middle East, and Africa. Lund will represent the company's three shellfish product lines to foodservice and retail customers throughout the regions. Lund's hire comes on the heels of Portland Shellfish's 2009 hire of independent broker Alessandro Filiaggi, who likewise represents the brand in Italy and Spain.



Maine lobster claw and knuckle meat from Portland Shellfish's Claw Island product lineup.
www.pshellfish.com

Premium Shellfish Processed for Maximum Flavor and Convenience

Portland Shellfish uses its patented SeaLock® process to fully cook and freeze Maine lobsters just hours after they are fished from Maine's cold North Atlantic coastal waters by local lobstermen. The company's SeaLock® process means customers enjoy the handling and transportation convenience of a frozen product that is indistinguishable from live-cooked lobster. Once thawed, the Maine Lobster products can be used in any number of ways, at everything from destination resort dining rooms to family dinner tables.

Likewise, the company's Portland Lighthouse brand Jonah Crab, and new-for-2009 Portland Lighthouse brand Maine Shrimp, are nitrogen-frozen quickly after catch to ensure maximum freshness, texture, and taste, then delivered to customers in a number of sizes and packs for retail and foodservice use.

Portland Shellfish's industry-leading Jonah Crab Claw products include fully cooked, triple-scored Snap N Eat Claws, Empress Claws, and Cocktail Claws.

The newest product in the Portland Shellfish family is Portland Lighthouse brand cooked and peeled Maine Shrimp. Wild-caught, Maine cold water shrimp have a sweet flavor and firm texture that sets the shrimp apart from its warm-water, farm-raised and twice-frozen counterparts.

"It's gratifying to see the interest in Portland Shellfish products that is springing up around the globe," Holden added. "As Mainers, we're of course proud of our shellfish products from our home state, but are prouder still that so many customers from New England to the Persian Gulf are really experiencing what truly sets them apart. We expect even more promising business news as we enter the second half of 2009."

About Portland Shellfish (www.pshellfish.com)

Portland Shellfish is a leader in providing top-quality, fresh, frozen and pasteurized Maine Lobster, Jonah Crab, and Maine Shrimp products to retail and foodservice customers in the United States and over 20 countries worldwide. Portland Shellfish purchases and prepares Maine Lobster, Jonah Crab, and Maine Shrimp, all wild caught in the icy North Atlantic waters off the coast of Maine. Portland Shellfish's patented SeaLock® process and nitrogen freezing lock in taste and texture, delivering a product unmatched by any other fresh or frozen shellfish available on the market.

Photographs and additional product information are available for download at www.frontburnerpr.com/portlandshellfish.

To schedule an interview with Portland Shellfish Founder and President Jeff Holden, contact Thom Householder at Ph: 207.699.5501 or thom@frontburnerpr.com.

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