

EMBARGOED UNTIL
JANUARY 28, 2021
AT 6:00AM EST



OBI Seafoods Hires John Daly to Lead Domestic Canned Salmon Sales

(Seattle, Wash) January 28, 2021 – OBI Seafoods announced today that the company has hired canned salmon expert John Daly as Manager of Domestic Canned Sales. In his new role, Daly will manage all aspects of the company’s domestic canned salmon program, including pre-season planning, demand planning, sales, promotions, and customer relationships. Since its formation in 2020 with the merger of the Alaska salmon and Gulf of Alaska groundfish operations of Ocean Beauty Seafoods and Icicle Seafoods, OBI Seafoods is now Alaska’s largest producer of canned salmon.

“We are excited to add John to our experienced leadership team, said OBI Seafoods CEO Mark Palmer. “Canned sales are a big part of our business and we couldn’t have picked anyone better to lead our domestic program,” he added. “His expertise will be highly valued in bringing together the Ocean Beauty and Icicle canned salmon product lines to create the best canned salmon offerings and developing marketing programs to increase sales and value for our customers.”

Daly has worked for over 11 years at Peter Pan Seafoods, most recently as Director of Sales and Marketing, and his expertise covers every part of canned salmon operations, sales, and marketing. He started his canned salmon career on the quality control team in the company’s King Cove plant, moved into export and domestic sales positions, and progressed to managing all aspects of Peter Pan’s canned business as category manager.

“I am excited to join the dynamic OBI Seafoods sales team and be a part of a company with such a strong heritage in salmon canning,” said Daly. “OBI is the largest producer of Alaska canned salmon, so I am thrilled to bring my expertise to the company and help maximize the value, reach, and sustainability of Alaska seafood.”

Daly will join OBI Seafoods on February 1, 2021.

###

About OBI Seafoods:

OBI Seafoods was formed in 2020 through a merger with Ocean Beauty Seafoods and Icicle Seafoods, two of the oldest and most successful seafood companies in Alaska. The company operates 10 processing plants throughout the state and is a leading producer of fresh, frozen, and canned Alaska seafood. OBI brings together the experience and heritage of both

companies, along with the legacy Ocean Beauty and Icicle brands, and the new company continues its predecessors' commitment to responsible seafood resource management and community sustainability. The OBI Seafoods' ownership includes Cooke Seafood and the Bristol Bay Economic Development Council, a community development quota group that supports economic development in villages in Western Alaska.