



New Ocean Beauty Website Defines Business Focus After Merger

Site Showcases Branded Products and Distribution Business

(Seattle, Wash.) February 24, 2021 – Today, Ocean Beauty Seafoods announced the launch of its new website at www.oceanbeauty.com. The new site focuses on the company's distribution business and its proprietary value-added and smoked seafood brands and redefines the company's strengths in these areas after the merger of Ocean Beauty's Alaska operations with Icicle Seafoods Alaska salmon and Gulf of Alaska groundfish operations to form OBI Seafoods in 2020.

"Ocean Beauty Seafoods is now focused on our extensive distribution operations and our smoked and value-added seafood product lines, and our new website now reflects that," said Ron Christianson, VP of Sales and Marketing for the company. "The new site provides much more information on our distribution offerings and our brands, and the detailed product information will be particularly useful for our customers."

The new site features Ocean Beauty's seven distribution locations in the western United States, along with product information to serve customers in those local areas. It also includes information on the company's branded products, including the Echo Falls, Nathan's and LASCco smoked salmon product lines, Ocean Beauty and Icy Point value-added products, and Captain Findus premium battered and breaded seafood lines.

"In addition to targeting a seafood industry audience, we have added content for consumers who are purchasing our branded seafood items," Christianson added. "They will be able to find recipes, how-to videos, and other content to assist them in safe handling and easy preparation of all our products."

About Ocean Beauty:

Ocean Beauty Seafoods began in 1910 as a small Seattle seafood shop and over a century later, has grown to become one of the largest and most successful seafood companies in North America. The company operates seven seafood distribution locations across the Western United States, and two smoking and processing plants in Washington state. The company's ownership includes a group of veteran seafood executives and the Bristol Bay Economic

Development Council, a community development quota group that supports economic development in Western Alaska villages. www.oceanbeauty.com

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