



press release

FOR IMMEDIATE RELEASE

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## High Liner Foods Introduces New Premium Frozen Seafood Line, High Liner® Sea Cuisine™

*Chef-inspired, restaurant-quality meals from the freezer to the kitchen table in just one step*

Danvers, Mass., February 24, 2009 – High Liner Foods (USA), Inc., today announced the launch of its newest brand, High Liner Sea Cuisine™, which will provide the home cook with convenient, delicious, chef-inspired seafood. From the freezer to the kitchen table in just one simple step, High Liner Sea Cuisine is easy to prepare and features premium seafood recipes that reflect the tastes of today's home cook. The product line will feature twelve delectable seafood favorites including Jumbo Shrimp, Wild Pacific Salmon, Tilapia and Wild Pacific Cod in either a flavorful glaze or crust.

THE NEW HIGH LINER SEA CUISINE LINE CONSISTS OF MOUTHWATERING FLAVORS INCLUDING:

### Premium encrusted frozen seafood

- Summer Herb Crusted Cod – Wild Pacific Cod fillets with a garden herb, roasted garlic and lemon crust
- Parmesan Crusted Tilapia – White and flaky Tilapia with hand-applied Parmesan cheese, Tuscan herbs, and savory breadcrumbs
- Coconut Crusted Tilapia – Premium white and flaky Tilapia fillets with a crispy coconut crust
- Lemon Dijon Crusted Tilapia – Premium white Tilapia fillets with lemon, Dijon mustard, and herb crust
- Tortilla Crusted Tilapia – Premium white and flaky Tilapia fillets with a tortilla, chipotle, and lime crust
- Potato Crusted Cod – Wild Pacific Cod fillets with a savory potato, cheddar and chive crust
- Mediterranean Crusted Salmon – Wild Pacific Salmon fillets with a Mediterranean sun-dried tomato and pine nut crust
- Tuscan Parmesan Crusted Shrimp – Premium jumbo Shrimp crusted with Italian herb and Parmesan crust
- Coconut Crusted Shrimp – Premium jumbo butterfly Shrimp with a crunchy coconut crust

### Quick steam glazed frozen seafood fillets (microwaveable)

- Lemon Pepper Tilapia – Premium white and flaky Tilapia fillets with lemon and tri-color peppercorns
- Lemon Dill Salmon – Wild Pacific Salmon fillets seasoned with lemon, butter and dill
- Teriyaki Salmon – Wild Pacific Salmon fillets seasoned with teriyaki, sesame, garlic and ginger

"With High Liner Sea Cuisine, families can now enjoy an authentic, restaurant-style experience at home, without the expense or hassle of dining out," said Chris Trosin, Vice President of Sales and Marketing, High Liner Foods (USA). "We've continued our commitment to enhancing the frozen seafood experience, by tapping into the expertise of highly trained chef Owen Tilley to create new and exciting flavors that the entire family will love."

Chef Owen Tilley, High Liner Food's Executive Chef and Director of Culinary, plays an instrumental role in the development of all High Liner Sea Cuisine recipes. He uses his past experience as an executive chef at award winning restaurants to inspire his flavor combinations. All of the ingredients that go into each of the High Liner Sea Cuisine products must meet Chef Tilley's stringent guidelines for quality and taste. High Liner selects only the best ingredients to create High Liner Sea Cuisine, like real parmesan cheese, herbs and chives, zesty chipotle peppers and premium breadcrumbs to further enhance each of the products appetizing flavors.

High Liner Sea Cuisine suggested retail price is \$7.99 USD and is available in both retail and club stores.

### About High Liner Foods Incorporated

High Liner Foods Incorporated is a leading North American processor and marketer of prepared, value-added frozen seafood. High Liner's branded products are sold throughout the United States, Canada and Mexico under the High Liner(R), Fisher Boy(R), Mirabel(R) and Sea Cuisine(TM) labels, and are available in most grocery and club stores. The Company also sells its High Liner(R), FPI(R) and Mirabel(R) food service products to restaurants and institutions, and is a major supplier of private label seafood products to North American food retailers and food service distributors. High Liner Foods is a publicly traded Canadian company. Its common shares trade under the symbol HLF and its Non-Voting Equity Shares trade under the symbol HLF.A on the Toronto Stock Exchange.