



## press release

FOR IMMEDIATE RELEASE

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### **High Liner Foods Turns Up the Heat for the International Boston Seafood Show Company to Offer Fresh Seafood Samples at Booth 1005; Display High Liner Sea Cuisine in New Product Showcase**

Danvers, Mass., March 12, 2009 – **High Liner Foods (USA), Inc.**, a leading North American processor and marketer of prepared, value-added frozen seafood, will be on hand at the **International Boston Seafood Show (IBSS)** next week to offer scheduled cooking demos to customers and showcase its product lines at the event. During the March 15-17th show, attendees and exhibitors are welcome to stop by High Liner Foods booth #1005 to meet Executive Chef and Director of Culinary, Chef Owen Tilley and sample freshly made seafood products.

"The International Boston Seafood Show is renowned for drawing in the world's most influential buyers and potential customers within the seafood industry, and High Liner Foods is looking forward to a strong presence for the 2009 show" said Chris Trosin, Vice President of Sales and Marketing, High Liner Foods (USA). "We're continuing to demonstrate both our strong position in the market and our commitment to our customers by exhibiting at the event and providing scheduled in-booth cooking demonstrations with our key buyers."

In addition, High Liner Foods' newly launched product line, High Liner Sea Cuisine™, will be on display in the New Product Showcase section on the trade show floor. The New Product Showcase will offer attendees and buyers the opportunity to view the latest packaged seafood products launched within the past year. High Liner Foods is proud to demonstrate the innovative packaging enhancements and premium seafood recipes the company has developed with this new line, providing the home cook with convenient, delicious, chef-inspired seafood in twelve delectable favorites including Jumbo Shrimp, Wild Pacific Salmon, Tilapia and Wild Pacific Cod in either a flavorful glaze or crust. From the freezer to the kitchen table in just one simple step, High Liner Sea Cuisine is easy to prepare and features premium flavorings that reflect the tastes of today's home cook. High Liner Sea Cuisine can be found at well-known retailers such as Kroger, Wal\*Mart, and Safeway.

The International Boston Seafood Show will be taking place at the Boston Convention and Exhibition Center, from March 15-17th 2009. For more information on High Liner Foods at the International Boston Seafood Show, please visit booth #1005.

### **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.