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Dr. Oz Names Barramundi a 'Superfood We Must All Eat Now'

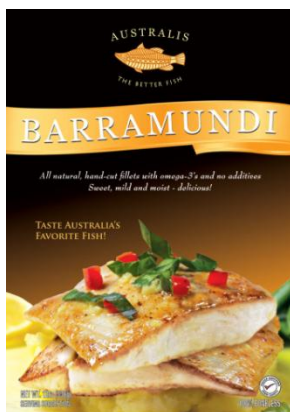
New fish is earning raves for its great taste, health benefits and eco-friendly pedigree

Turners Falls, MA. February 18, 2010 – Move over salmon. See ya later tilapia. Barramundi is the new fish that everyone's talking about - even Dr. Oz. Oprah's medical guru and host of a new hit show, Dr. Oz recently recommended barramundi to millions of his viewers as a '[Top 5 Superfood To Eat Now](#)' for its anti-aging, immune boosting and cancer fighting properties.

Says Dr. Oz, "*Barramundi doesn't load up on mercury-packed smaller fish and has extremely low levels of toxins. Free of mercury, but full of heart- and brain-healthy omega-3s, Barramundi is a shoe-in for one of my top 5 superfoods. Bonus: the white meat is light, flaky and delicious.*"



Popularized by Australis Aquaculture, the MA sustainable aquaculture pioneer that won the '09 [Seafood Champion Award](#), barramundi is earning raves for its taste, health benefits and sustainable profile.



Easy To Cook, Easy To Love - Barramundi (aka – Australian or Asian Sea Bass) has been prized for generations in Australia for its mild, buttery flavor and succulent texture. Don't let the exotic name fool you; this is a very approachable fish. It's similar to premium fish like red snapper, striped bass, and Dover sole, but without the high price tag. It's also a great alternative to everyday items like cod, salmon and tilapia and works beautifully with almost any recipe. Just bake it with some breadcrumbs, sauté it with a little olive oil and citrus, or throw it on the grill with an herb marinade and – viola! You've got a healthy, delicious meal in minutes. The best part? Barramundi is not a 'fishy fish' and won't leave a lingering odor in your kitchen (plus there are no annoying little pin bones to worry about).

No Contaminants, Loaded with Health Benefits

Australis Barramundi passes health benchmarks swimmingly. Hormones, antibiotics, and additives are never used, and stringent testing eliminates the risk of contamination from mercury and PCB's. With just 137 calories per 5 oz. portion, 2.5 grams of fat (no saturated fat) and lots of lean protein, it's great for anyone looking to make healthy food choices. Health bonus? It's loaded with omega-3s (870 mg per 5 oz. serving -- comparable to wild Coho salmon and unheard of for a mild, white fish!). And unlike tilapia or catfish, Australis Barramundi provides an ideal balance of omega-6 to omega-3 levels.

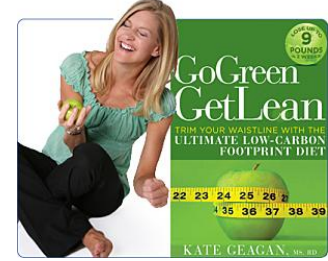


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Nutritionists Recommend Barramundi

America's Green Nutritionist™ Kate Geagan, author of 'Go Green, Get Lean' dubs barramundi a '[Lean, Green Superfood](#)'. and it's recommended by nutritionists nationwide:



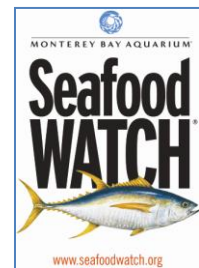
"I would recommend Australis Barramundi to anyone looking for a healthy fish alternative to salmon. Many people find salmon to be too strong for their taste so barramundi would be a perfect alternative. I thought it was amazing and can't wait to find it in my local grocery!!" - Angie Frost, RD, CD, Nutrition Educator, Crawfordville Community Schools

"I love that it is produced sustainably, and the flavor profile is unlike any other fish on the US market. It has a richness in taste and texture that is unique and it can stand alone in any dish you cook. I love it!" - Lisa Wingrove, Dietetic Intern, Fearless Food, Greenwood Village, CO

"Many patients get tired of eating the same type of fish over and over again. Barramundi is another lean option for them to choose from, and one that offers environmental benefits as well, will be well received." - Kim Koltzau, Guilford Child Health, Program Co-Manager, Greensboro, NC

Enjoy it guilt-free

With so much confusion about what fish is safe or sustainably produced, fish lovers are having a hard time figuring out what to eat. Australis Barramundi is a fish you can eat with a clear conscious. Their greener ways of farming –conserving water, using sustainable feeds, avoiding pollution, disease and escapes, and even recycling their fish waste - have been recognized by major seafood guides and earned Australis the coveted 'Seafood Champion Award'.



And unlike fish such as salmon which can require up to 4 pounds of little fish to produce each pound of fish, barramundi thrive on a largely vegetarian diet because of their ability to synthesize omega-3s from plants. Australis' pioneering farming systems and specialized feeds leverage barramundi's biological abilities and result in a net *gain* of fish protein, thus producing a healthy product with a small environmental footprint. Find out more about how Australis is [leading the way to a 'blue revolution'](#).

Available Nationwide – So the next time you're at your grocer's, swing by the seafood aisle and ask for barramundi (tell them Dr. Oz sent you). You can find it in select Costco, Whole Foods, Safeway & Vons (under the Waterfront Bistro label), Kroger, Jewel-Osco, Giant (private label), Schnuck's, Dierberg's and other fine markets, and in restaurants throughout the country. For locations, recipes and information, visit: www.TheBetterFish.com

About Australis - Australis Aquaculture is an award-winning provider of healthy, sustainable seafood, marketed under the banner of The Better Fish®, *Better Tasting, Better For You, Better For Our Environment*. The Company spearheaded the introduction of Barramundi as a growing culinary trend in North America, and offers a full line of fresh and frozen barramundi to the retail and foodservice markets. Australis' sustainable practices have been recognized by all of the major NGOs and earned the company the coveted '[Seafood Champion Award](#)'.

For more information visit: www.TheBetterFish.com



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