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- FOR IMMEDIATE RELEASE -

Australis Barramundi Swims Into Mainstream

Ranked a "Best Choice" for sustainability, Australis Barramundi is making waves with a recipe in Oprah Magazine, an expansion into retail, and growing popularity among chefs & environmental groups.

May 23, 2008, Turners Falls, MA – Embraced by Barton Seaver, Rick Moonen, Michel Nischan, and hundreds of discerning chefs across the country, Australis Barramundi is now entering the mainstream with an appearance in the June '08 issue of O, The Oprah Magazine, and the launch of fresh and frozen barramundi products that are being introduced into major retail and club markets such as Costco, Whole Foods, Kroger, Harris Teeter, ShopRite and many others.



When barramundi first came on the scene three years ago, it was virtually unknown and almost impossible to find in the U.S. The fish had long been prized in its native Australia for its versatility, sweet, mild flavor and moist, delicate texture. But it wasn't until Australis Aquaculture started farming it in one of the world's largest and most eco-friendly indoor fish farms near the Berkshires that it started to catch on. And catch on it has. Barton Seaver (Chef Owner of Hook DC and sustainable seafood champion), selected Australis Barramundi for one of his [recipes](#) in Oprah Magazine's profile on sustainable seafood. It has also graced the menus of many top restaurants, including The French Laundry, Canyon Ranch, Aquagrill and many others. Says Chef Seaver, "*Australis Barramundi rocks! The flavor, texture and freshness are all top notch, and it's easy to get our customers excited about it. Australis' success in sustainable aquaculture is a true hero's story, and we consider it an honor to have such a delicious and environmentally responsible fish on our menu. Thanks Australis, for turning this vision into a reality.*"

Driven by heightened concerns over seafood safety and sustainability, plus increased consumer interest in healthy and convenient products, Australis is launching a retail and foodservice line of frozen barramundi to compliment its fresh, US-farmed product. The product is available in stand-up bags and bulk cases. Supply will come from high-quality sourced product from barramundi's native salt waters in Vietnam & Indonesia, as well as the company's own hatchery and grow-out operation in Central Vietnam that is expected to produce over 22 million pounds per year.



(next)



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Growing Sustainability Recognition & Awards

US-Farmed barramundi is recognized as a “Best Choice” for sustainability by the Monterey Bay Aquarium’s Seafood Watch guide, Environmental Defense’s Seafood Selector, the Seafood Choices Alliance, and Shedd Aquarium’s ‘Right Bite’ program. The company is a proud member of the Clean Fish™ alliance, and has been recognized by other environmental organizations such as Fish Wise, The New England Aquarium, and Blue Ocean Institute. Australis also won the coveted Australian Sustainability Award, and was a finalist for the Seafood Choices Alliance 2008 “Seafood Champion” award.



For Further Information:

- MBA Seafood Watch Guide: www.mbayaq.org/cr/seafoodwatch.asp
- Environmental Defense Fund: www.edf.org/page.cfm?tagID=1540
- Clean Fish www.cleanfish.com
- Seafood Choices Alliance: www.seafoodchoices.com/home.php
- Australian Sustainability Awards: www.ethicalinvestor.com.au/

Says Josh Goldman, Australis Managing Director, “We knew it was just a matter of time for Australis Barramundi to receive this kind of attention. Not only is barramundi considered one of the world’s finest eating fish, it’s also very healthy (with naturally high levels of omega-3s), and we’re raising them free of hormones, antibiotics or colorants (plus it’s free of mercury and other contaminants). Most importantly, it’s sustainably farmed.” In fact, sustainability is a firm commitment that is embodied in all aspects of Australis’ business. One of the company’s central missions is to minimize the environmental impact of its activities while maximizing the value of the resources they use. Their revolutionary, indoor aquaculture system purifies and recycles millions of gallons of water daily, uses sustainably-harvested fish meal, and even recycles fish manure by donating it to local farmers. Australis is spreading this commitment and farming knowledge to its partners to ensure that sustainability issues are considered throughout the entire production chain.

ABOUT AUSTRALIS

Australis Aquaculture, Ltd. (ASX: AAQ) 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 fresh barramundi as a growing culinary trend in North America, and is expanding its product line to include frozen barramundi and basa fillets for the retail and foodservice markets. Australis is a recognized leader in sustainable aquaculture through its pioneering practices in recirculating technology, and is expanding the supply of its sustainable line via proprietary production and sourcing operations in Southeast Asia. For more information, go to: www.TheBetterFish.com



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