



a Fresh Catch.™
since 1987

A Sustainable Fresh Catch Leads Seacore Seafood in to Canada's 50 Best Managed Companies

'A Fresh Catch' corporate management philosophy leads Seacore Seafood, which is over 1500kms away from the nearest ocean, to become a winner of this prestigious award and distinction.

February 21, 2012. Vaughan, ON - Seacore Seafood Inc. is a 2011 winner of Canada's 50 Best Managed Companies program. Thanks to our leading position as a full line distributor, importer and custom processor in quality seafood that is sourced sustainably whenever possible. By introducing 'a Fresh Catch' corporate philosophy, Seacore looks to provide the best possible seafood to its business clientele now and in the future. By managing over 5000 fresh and frozen items in inventory, Seacore has been able to outperform our competitors, create more jobs for our community, achieve sustainable growth and excel locally and across the country.

Seacore would like to thank all of our customers, suppliers, partnerships & to every single employee for making Seacore Seafood one of Canada's 50 Best Managed Companies for 2011. Without each and every single person who has worked with us, this achievement would not be possible. It is the hard-work, loyalty and dedication of our employees that allow us to be so successful over the past 25 years since we were established in 1987.

Through are relationships and partnerships around the globe with leading vendors and customers, Seacore has been able to become a leader in an industry that is predominately dominated by companies along the shores of North America's oceans. Being situated over 1500 kms away from the nearest ocean, is what truly makes our story special. Seacore has been able to capitalize on our inward and outward logistics in order to make our consumer brand OceanPrime® become available from coast to coast in Canada.

Whenever Seacore sources product direct from the fishing companies there are always two factors we look at: quality and sustainability. Firstly, by sourcing the freshest and highest quality fish and seafood from around the world allows us to provide the best possible product to each and every single business that we sell to. This gives Seacore the reputation of being reliable and consistent in an unreliable and inconsistent industry. Secondly, since 2009 Seacore has been working on establishing our OceanPrime® Sustainable Seafood Program. This program is geared to sourcing sustainable seafood whenever possible and in promoting and educating all of our customers and consumers in general on the many choices that are available in sustainable seafood. Seacore, as a company committed its resources in the present to help reduce our carbon footprint and its effect on our oceans and environment for future generations to come.

About Canada's 50 Best Managed program

Canada's 50 Best Managed Companies continues to be the mark of excellence for Canadian-owned and managed companies with revenues over \$10 million. Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on three levels: 1) Best Managed winner (one of the 50 new winners selected each year); 2) Requalified member (repeat winners retain the Best Managed designation for two additional years, subject to annual operational and financial review); 3) Platinum Club member (winners that maintain Best Managed status for a minimum of six consecutive years.) Program sponsors are Deloitte, CIBC, National Post, and Queen's School of Business. For further information, visit www.canadas50best.com.

Seacore Seafood Inc. was established in 1987 in the Toronto suburb of Vaughan, Ontario in a 7,000 sq. ft. facility. The company has grown since its early days and is now located in a 75,000 sq. ft. state of the art facility to service its present clientele and to facilitate the growth of its other companies: OceanPrime, Fisherman's Depot and Seafood Depot. Seacore Seafood is an importer, distributor and custom processor of quality fresh and frozen seafood products. The wide variety of products consist of crab legs from Alaska to barramundi from Australia to European sea bass from Greece. Seacore's products are imported from all over the world. The company purchases direct from the seafood source whenever possible in order to maintain control over the quality and freshness of our product. Quality products and excellent service combined have resulted in Seacore Seafood being a leading seafood company in Canada. For further information, visit www.seacoreseafood.com.

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