



**Press Release
FOR IMMEDIATE RELEASE**

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**13th Annual Alaska Symphony of Seafood “New Products Contest”
Headed to Las Vegas**

ANCHORAGE, Alaska (November 15, 2005) — The Alaska Symphony of Seafood announced today that its annual New Products Contest will be held Thursday, Jan. 19, 2006, at the Hyatt Regency Lake Las Vegas Resort, Spa & Casino.

The event, organized by the Alaska Fisheries Development Foundation, gives fisheries and seafood promoters the opportunity to introduce new value-added seafood products and gain exposure in front of industry and culinary experts, seafood distributors, and national media. The overall goal is to inspire better use of Alaska’s natural seafood resources.

“We’re thrilled to bring the New Products Contest to Las Vegas this year,” said Val Motley, Alaska Symphony of Seafood spokeswoman. “Las Vegas exudes an excitement and energy unlike any other city – it’s the perfect venue for this event.”

Each participant in the contest is grouped into one of three categories: Retail (salmon or whitefish), Foodservice (salmon or whitefish) or Smoked Products. Product entries are then individually evaluated by a panel of expert judges during a private judging session. Evaluations are based on the product’s packaging and presentation, overall eating experience, price and potential for commercial success.

After the judges are finished reviewing and tasting the products, the chefs, manufacturers, buyers, sellers and media are also invited to vote on their favorite product. This “Las Vegas People’s Choice Award” will be announced at the end of the event in Las Vegas on Jan. 19.

The overall grand prize, first, second and third place winners of each category are kept confidential until Feb. 4, when the results are announced at the Gala Soirée in Anchorage, Alaska, where the “Anchorage People’s Choice Award” will also be announced. First place winners from each category and both

People's Choice winners receive complimentary booth space at the International Boston Seafood Show in March 2006, the industry's biggest event of the year, as well as free airfare to and from the show.

Last year's grand prize went to Orca Bay Seafoods' Alaskan Sockeye Fillets. First place winners included: Retail category: Orca Bay Seafoods' Alaskan Sockeye Fillets; Food Service category: Trident Seafoods Corporation's Portlock Recipe Redi™ Smoked Salmon; Smoked Products category: JOMA Wild Seafoods' Smoked Salmon Butter. The Chicago People's Choice Award, where the contest was held last year, went to Morey's Marinated Wild Alaskan Salmon and the Alaska People's Choice Award went to Ocean Beauty Seafoods' Alaskan Cod Fillo Pastry.

Call for Products is now available online at www.symphonyofseafood.com. The deadline for consideration in this year's competition is Dec. 2, 2005. Considered products must be market ready (in commercial production) by the date of the competition.

Tickets to the Las Vegas New Products Contest are by invitation only. For more information, or to purchase tickets to the Gala Soirée in Anchorage, visit www.symphonyofseafood.com, or contact Val Motley: 206-352-3922, val@symphonyofseafood.com.

About Alaska Symphony of Seafood

Since 1993, the Alaska Symphony of Seafood has celebrated creative and innovative ideas in the seafood industry, bringing together a host of new products before a panel of judges and the public. It was created by the Alaska Fisheries Development Foundation to promote new product development for seafood harvested in Alaskan waters by encouraging participation and sponsorship from a wide variety of companies and organizations that together, are building the future of the Alaska fishing industry.

For more information, visit www.symphonyofseafood.com.

About Alaska Fisheries Development Foundation

The Alaska Fisheries Development Foundation is a private, non-profit organization chartered in 1978 for the purpose of developing systems, equipment and markets for Alaska's commercial seafood industry.

For more information, visit www.afdf.org.