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Harvest Select Catfish Announces New Incremental Portions

Uniontown, Alabama, October 25, 2010 - Harvest Select Catfish has announced new changes in our product line. As of November 2010, we will begin producing our prime U.S. farm raised catfish in 1 ounce increments in our Harvest Select brand. This will be available in 2-3 oz., 3-4 oz., 4-5 oz., 5-6 oz., 6-7 oz., 7-8 oz, 8-9 oz. With this new product line, comes many advantages. "The greatest benefit is that this allows us to offer our product to our customers at a savings", says Rhodes. "One example is that our 3-4 oz. case will contain a higher piece count when compared to the competitors 3-5 oz case, which we know our customers will appreciate."

"The increased profitability, versatility, consistency in sizing, and portion cost control that this new product line offers will surpass anything our competitors have to offer. "With Lent around the corner, there is no better time for our new product line to be launched", commented Rhodes.

Harvest Select Catfish is a vertically integrated company, which means that our fish are farmed and processed with care from the farm to delivery. Harvest Select is certified by Global Aquaculture Alliance (GAA) for Best Aquaculture Practices (BAP) and also received ISO 65 accreditation in 2010.

"Harvest Select Catfish is intent on being a leader for positive change and this step towards new incremental sizing demonstrates our confidence in the industry and our confidence in ability to assume a leadership role in the catfish industry."

Expect the Best. Select the Best... Harvest Select Catfish.

Randy Rhodes, President
Harvest Select Catfish
www.harvestselect.com