

FOR IMMEDIATE RELEASE:**CONTACT:**

Kris Terauds
Tradex Foods Inc.
Phone: (250) 479.1355
Fax: (250) 479.5777
kris@tradexfoods.com
www.tradexfoods.com

Tradex Foods Welcomes Kevin Bradley as Senior VP of Sales

Tradex Foods is pleased to welcome to its team Kevin Bradley as Senior Vice-President of Sales and Marketing. Kevin brings to Tradex his 17 years of sales, buying and management experience in the seafood industry.

Tradex will benefit from Kevin's proven success in the secondary and food service sectors as well as key activities such as import/export and production. As manager of Tradex's sales team, Kevin will share his expertise with the team and our valued customers.

Kevin is a valuable addition to Tradex's team of sales and service professionals.

Incumbent Ken Radcliffe is promoted to Vice-President of Retail and Multi-Unit Accounts. Ken's success in these sectors in recent years has created a host of growth opportunities for Tradex that will benefit from Ken's undivided attention.

ABOUT TRADEX FOODS: Tradex Foods Inc. is a global supplier of quality, fresh frozen seafood to processing, food service and retail clients in North America and throughout the world. Tradex strives to deliver to its customers premium products, industry-leading quality control and unparalleled service, all backed by its 100% satisfaction guarantee.

Visit www.tradexfoods.com for more information.

-END-