

FOR IMMEDIATE RELEASE:

TRADEX FOODS LAUNCHES INNOVATIVE WEBSITE

Tradex Foods is pleased to introduce a fresh, new corporate website. The site has been redesigned to better communicate Tradex' strategic positioning, while at the same time offer users easy access to a plethora of information. Tradex' modern new look and simple navigational design reflect our commitment to innovation and exceptional customer service.

The [Tradex Foods Corporate Website](http://www.tradexfoods.com) is more than just a website – it is a resource. In-depth corporate information – product offerings – sales support collaterals – market research – and packaging mock-ups are just a few of its valuable features. In addition, the site is useful to industry and the general public - providing insight on various topics, such as seafood health and safety – tips for your home kitchen - species information – nutritional data – and fishing seasons.

President & CEO – Mr. Robert A. Reiersen – believes Tradex' new website "...is more than just a facelift...it repositions Tradex in terms of how we communicate with our customers and with industry... it supports us in being a modern and progressive company".

Explore the [Tradex Foods Corporate Website](http://www.tradexfoods.com). Benefit from the wealth of information provided – and check back often for updates, changes and additions.

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.

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