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Ocean's Halo™ Seaweed Chips Introduces the “Hook Us Up With a New Flavor” Contest for a Chance to Win a California Dream Vacation and Other Prizes

Help celebrate Ocean's Halo's first anniversary with a brand new flavor

Burlingame, CA — July 14, 2014 — [Ocean's Halo Seaweed Chips](#)—the first totally delicious crispy, crunchy chips made from sustainably harvested and nutrient-rich seaweed—is turning one in September and is asking its fans to help it celebrate by announcing the “Hook Us Up with a New Flavor” contest. With the Ocean's Halo “Hook Us Up with a New Flavor” contest, which launches July 15, Ocean's Halo fans get the chance to create the company's next hit flavor, see it on grocery shelves nationwide and win the grand prize, a California dream vacation to beautiful Monterey, California.

Here's how it works:

- Go to www.facebook.com/oceanshalo between July 15 – August 22, 2014
- Submit your flavor suggestion (the more creative the better!) and its main ingredients
- Ocean's Halo's flavor experts will comb through all the nominations and pick the two yummiest flavors. These will be our finalists.
- The top two flavors will be posted to Facebook for a vote from September 1 – 15, 2014
- The flavor with the most votes on Facebook by September 17 wins a grand prize trip to California's beautiful Monterey Bay
- The winning flavor will also be announced at the [2014 Natural Products Expo East Convention](#) Sept. 17-20

In addition to a healthy serving of glory, the “Hook Us Up with a New Flavor” Grand Prize winner will receive a California dream vacation, including a trip for four to beautiful Monterey, California, two nights hotel stay, dinner, and four passes to visit the world-renowned [Monterey Bay Aquarium](#), including an exclusive backstage tour! The contest runner-up will receive an Ocean's Halo Surfboard.

“Ocean's Halo has grown by leaps and bounds since our launch in 2013,” said Mike Shim, co-founder of Ocean's Halo. “We owe so much of that success to our fans and want to give them the chance to participate in our next stage of growth. We can't wait to see what our fans come up with for our next flavors!”

Made from only sustainably grown seaweed and other real, gluten-free ingredients, Ocean's Halo Seaweed Chips are baked, taste great, and are packed with 6 grams of protein and loads of Vitamins A, B12, Folic Acid and essential minerals like potassium, manganese, iodine and more, with none of the bad stuff like GMOs, trans fats, MSG, or artificial anything. Under 100 calories per 1-ounce serving, Ocean's Halo Seaweed Chips are currently available in four [flavors](#): Chili Lime, Sea Salt, Korean BBQ and Hot & Spicy. The “Hook Us Up With a New Flavor” contest winner will be the next addition to the Seaweed Chip line.

Since hitting the market September 2013, Ocean's Halo has seen tremendous growth. Highlights of its first year include:

- National expansion—Ocean's Halo is currently available at select Whole Foods Markets and Super Targets; 340 Safeway and Vons stores across California; a variety of independent markets and all nine locations of leading Texas grocery chain, Central Market. Ocean's Halo is also available nationwide at Amazon.com.
- Media recognition and awards—Ocean's Halo has been featured in leading national and regional publications, including [Entrepreneur Magazine](#), [The New York Times](#), [Huffington Post](#), [Washington Post](#), [Daily Candy](#) and [Supermarket News](#). Ocean's Halo also received the "Best of the Press" award at the 2013 Natural Products Expo East.
- Making a difference—In May, Ocean's Halo partnered with one of the world's leading ocean conservation organizations, the Monterey Bay Aquarium. As part of its partnership Ocean's Halo will donate 2% of profits to the aquarium's Children's Education Fund to help inspire the next generation of ocean conservationists.

For more information about Ocean's Halo Seaweed Chips go to www.oceanshalo.com. Join the Ocean's Halo conversation on Facebook at www.facebook.com/OceansHalo and on Twitter and Pinterest @OceansHalo #SwimAgainstTheTide.

About New Frontier Foods Inc.

Based in the San Francisco Bay Area, New Frontier Foods Inc. was founded in 2011 by four dads on a mission to leverage the science of superfoods to make ordinary foods delicious and healthy. Ocean's Halo™ Seaweed Chips, the first totally delicious crispy, crunchy chips made from sustainably harvested seaweed, is the first product from New Frontier Foods and is currently available online at Amazon.com and at select retailers across the U.S. and Canada, including select Whole Foods, Vons and Safeway. Investors and advisors to the Company include former and current executives from ConAgra Consumer Foods, Starbucks, Pepsico, Dole, Sharffen Berger Chocolate (Hershey's), Boulder Canyon Foods, Facebook and Yahoo. New Frontier Foods is proud to donate two percent of its profits to organizations like the Monterey Bay Aquarium's Children's Education Fund program that is inspiring the next generation of ocean conservationists.

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