



NEWS RELEASE

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Ocean's Halo™ Seaweed Chips use bio-based NatureFlex™ packaging by Innovia Films

Compostable bio-based packaging proves to be a natural fit for an innovative snack food company

BURLINGAME, CA - JANUARY, 26, 2015 Innovia Films has announced that Ocean's Halo Seaweed Chips are using bio-based NatureFlex packaging. This flexible packaging material is derived from sustainable wood pulp, offers excellent barriers to oxygen and moisture, and is certified compostable. When looking at packaging options, Ocean's Halo felt that the package should reflect their core values while also providing superior protection for their product. In order to maintain the crunch of the chips it was critical to guard against moisture vapor. A high barrier to oxygen was also necessary to extend shelf life. Furthermore, the packaging needed to match the Ocean's Halo™ brand identity.

Ocean's Halo™ Seaweed Chips is the first product from New Frontier Foods, Inc. The Bay Area-based natural foods company was started in Burlingame by four dads. The founders of Ocean's Halo Seaweed Chips are on a mission to create a chip nutritious enough for the produce aisle, but delicious enough for the snack aisle. Made from only sustainably grown seaweed and other natural ingredients, Ocean's Halo™ Seaweed Chips are organic, baked, taste great, and are packed with vitamins and minerals, and are free of GMOs, trans fats, MSGs, and artificial ingredients.

Robert Mock, co-founder of Ocean's Halo stated, "We were introduced to the Innovia compostable packaging alternative by Genpak, a leading food packing company with manufacturing locations in both the US and Canada. Over the past two years, we have built a great partnership with Genpak to bring our products to market with not only high quality material, but also with a like-minded approach to the environment."

Added Mike Shim another co-founder of Ocean's Halo, "Seaweed is one of the most sustainable, fastest growing crops on the globe and is at the heart of our business. We have a vested interest--as well as a

personal commitment--to supporting the health of our oceans. In fact, we have partnered with the Monterey Bay Aquarium to donate 2% of all profits to their Children's Education Fund. When we were faced with packaging choices, we were 100% committed to choosing compostable bags because it's the right thing to do. Health and sustainability is one of our pledges to our customers and compostable bags are an integral part of that pledge."

Ocean's Halo™ seaweed chips are currently available at select Whole Foods Markets in the Northeast, Midwest, North Atlantic, and the Bay Area and Super Targets nationally; 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. Ocean's Halo Seaweed Chips are available in five gluten-free flavors: Chili Lime, Sea Salt, Korean BBQ, Hot & Spicy, and Texas BBQ.

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.

For more information about NatureFlex™ go to www.natureflex.com. Please follow us on Twitter @InnoviaFilms.

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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 and at select retailers. Advisors to the Company, which has raised \$1.7 million in funding to date, include former and current executives from ConAgra Consumer Foods, Starbucks, Pepsico, Dole, Sharffen Berger Chocolate (Hershey's), Facebook and Boulder Canyon Foods. 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.

About Innovia Films, Inc.

UK-based Innovia Films produces NatureFlex™, a family of cellulose-based packaging films. NatureFlex™ films are suitable for packaging a wide range of products, including snacks, coffee and tea, confectionery, bakery, and personal care items. The high-performance films have tailored barriers to oxygen and moisture and are resistant to grease, oils, and fats. The cellulose is derived from renewable wood pulp that is sustainably harvested from FSC managed forests. NatureFlex™ films are BPI certified in accordance with ASTM D6400 for compost-ability and ASTM D6868 for bio-based content.