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Introducing Ocean's Halo™ Seaweed Snacks

New Frontier Foods introduces second product line in fast growing healthy snack category

Organic, non-GMO seaweed sheets in bold, fun flavors

Compostable packaging for the conscientious consumer

Burlingame, CA — March 3, 2015 — [Ocean's Halo Seaweed Snacks](#) in easily consumable sheets are now available in three tasty flavors - - Sea Salt, Texas BBQ and Sriracha. The products are all USDA-certified organic, non-GMO, vegan and gluten-free. They are packaged in a 100% compostable tray, box and silica. The snacks are an excellent source of vitamin B12 and Iodine. They also are made with healthier oils and a lower sodium count than many other seaweed snacks.

"We are thrilled to offer our next full product line," said Mike Shim, co-founder of Ocean's Halo. "Ocean's Halo Seaweed Snacks offer a whole new experience and differentiation from other seaweed sheets in the market with new exciting flavors, unique packaging and contributing 2% of profits to children's education through the Monterey Bay Aquarium. We also offer a unique retail merchandising option with our Family Pack as well as the by the unit."

Shim went on to add, "Ocean's Halo's compostable packaging sets it apart from any other product in the category. We invest heavily in ensuring that all of our products are in compostable and recyclable packaging. Our market research has told us that sustainability is very important to consumers in this category. It is at the heart of our company and brand."

Ocean's Halo Seaweed Snacks and Chips will be on display and available to sample at the 2015 Natural Products Expo West, booth #5267. The 2015 Natural Products Expo West will take place in Anaheim, California from March 6 - 8.

One of the most nutrient-dense plants on the planet, seaweed has been a staple of the healthy Asian diet for hundreds of years. In addition to being a great source of vitamins A, B, C, E and K, seaweed is rich iodine, selenium, and iron and can contain up to 10 times more calcium than milk. Seaweed has also been linked to a variety of health benefits, including preventing osteoporosis, improving insulin resistance, and helping control cholesterol and managing weight.

"Given the incredible reception of our Ocean's Halo Seaweed Chips over the last 18 months it was only natural to expand our product offerings to retailers and consumers." said Robert Mock, co-founder of Ocean's Halo. "We are now in over 2000 retail locations throughout the U.S and Canada with our Ocean's Halo Seaweed Chips and we expect our Seaweed Snacks to match this growing distribution wave. Molly Stones Markets in the Bay Area was our first

customer back in 2013 and we look forward to them carrying our new Ocean's Halo Seaweed Snacks this spring.”

Shoppers can now find Ocean's Halo Seaweed Chips in 41 Northern California Whole Foods Stores, bringing Ocean's Halo to approximately 150 Whole Foods locations across the Midwest, Northeast, and North Atlantic Whole Foods Market regions, as well as several locations in Western Canada.

In addition, Ocean's Halo Seaweed Chips are available at Safeway and Vons stores in California, Sprouts Farmers Markets nationwide, over 160 Fresh & Easy locations, Shaw's in the Northeast, H.E.B. in Texas and a variety of independent and specialty markets across the country. Ocean's Halo is also available nationwide at Amazon.com. To find Ocean's Halo Seaweed Chips near you, visit the [retail locator](#) page.

Retailers interested in ordering Ocean's Halo Seaweed Chips can email sales@oceanshalo.com.

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 2,000 retail locations across the U.S. and Canada, including select Whole Foods Markets, Target, Vons and Safeway. Investors and advisors to the Company include former and current executives from ConAgra, 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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