



Wild Planet Foods, Inc.  
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June 7, 2010

To all albacore fishermen:

As albacore season starts I'd like to reach out to all of you to thank you for your past support of Wild Planet Foods' development of its branded line of canned albacore that has been growing exponentially in the domestic grocery market.

We have always tried to find a new way to market fish in order to not be held hostage to any cannery market abroad. This season we plan to buy much more fish for our own branded needs. We believe this diversification of our sales basis helps strengthen the demand and price of your fish.

We will also work again with Interocean Seafood helping supply their markets in Spain, even though the climate in the EU and the exchange with the EURO makes that business more difficult.

We anticipate needing more fish than in past years and are announcing:

**Wide-open buying of all types of albacore at our docks in Eureka and Crescent City.**

Mariah Eades will be buying in Newport as usual, but now at the public hoist since NOAA has taken our Southbeach facility. We will buy again at Oregon Brand Seafood in Charleston, OR and have moved Tom Kai to that location to manage the product coming into that port. Unloading in Westport and Astoria is also available and can be arranged by calling our main office.

Payment for fish will be made again upon delivery according to your preference.

I wish you a safe and prosperous season. Please feel free to call me to discuss whatever might be on your mind regarding this albacore season.

Best regards,  
Bill Carvalho

Here is a cut-out designed to fold and fit in your wallet with our contact numbers:

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<b>Newport:</b>	Mariah Eades	(541) 961-9928	<b>Main office:</b>	<b>(707) 839-3270</b>
<b>Charleston:</b>	Tom Kai	(541) 961-4426	Bill Carvalho's cell:	(707) 845-1248
	Oregon Brand	(541) 888-1748	email:	<a href="mailto:billc@wildplanetfoods.com">billc@wildplanetfoods.com</a>
<b>Crescent City:</b>	Tony Bettencourt	(707) 954-8681	Bill McCarthy's cell:	(707) 845-1209
<b>Eureka:</b>	Jeff Huffman	(707) 834-8312	email:	<a href="mailto:billm@wildplanetfoods.com">billm@wildplanetfoods.com</a>

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*Sustainably Caught Wild Seafood*  *Award Winning Taste*