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EPAX AS RECEIVES FROST & SULLIVAN 2008 EUROPEAN OMEGA-3 INGREDIENTS EXCELLENCE IN PRODUCT QUALITY AWARD

AALESUND, Norway (Oct. 16, 2008) – EPAX AS, supplier of high-quality marine omega-3 oils, has received the 2008 Frost & Sullivan ‘Excellence in Product Quality Award’ in the European Omega-3 Ingredients Market for the company’s uncompromising commitment to ensuring the highest product quality in the market and for meeting and surpassing global purity and safety standards.

The company’s 2007 launch of the technology concept “Purity Beyond Expectation” allowed EPAX to successfully set a new quality benchmark for the industry.

Joe Nivas, Director Best Practices at Frost & Sullivan said that EPAX “has attained a pioneering position in the market through its dedicated efforts in introducing new and improved product quality control parameters and procedures.”

In 2007, EPAX AS became vertically integrated when it was acquired by Austevoll Seafood ASA, a leading global pelagic fishery company. This vertical integration has allowed EPAX and its worldwide customers to benefit from Austevoll’s crude fish oil supplies, which come from sustainable sources, guaranteeing the highest quality—and longstanding supply of—raw materials for its indication-specific products. This integration with Austevoll has also allowed full overview of quality control of the oils through EPAX’s Integrated Quality Assurance throughout the supply chain, assuring customers that the products are consistently safe and of the highest quality.

“EPAX AS has consistently been a purity and quality leader in the omega-3 market, as both product quality and consumer safety are key elements to which the company is committed,” said Thomas Gulbrandsen, EPAX AS Sales and Marketing Director. “We are honored that Frost & Sullivan has recognized this.”

“We look forward to continuing to implement our ‘Purity Beyond Expectation’ concept and leverage our vertical integration, allowing our customers to receive the highest quality fish oil in the world,” Gulbrandsen continued.

EPAX is the first company in the market to expand the concept of measuring marine-oil purity by including oxidation parameters and trans fatty acids in addition to the conventional

specifications on environmental pollutants. The new specifications for oxidation products in EPAX's oils are consistently maintained at industry minimum levels and are significantly less than the international regulatory standards set by the European Pharmacopeia and the Global Organization for EPA and DHA Omega-3 (GOED) Voluntary Monograph. These improvements guarantee a complete purity of the fish oil profile in addition to safe and long-term human consumption. Additionally, the low oxidative parameters also ensure a longer shelf life and prevent undesirable smell and taste in the omega-3 supplements.

In addition to its strategic acquisition to guarantee raw material quality and introducing revolutionary purification technology, EPAX was recognized for demonstrating leadership ability in product quality control, establishing success in achieving superior product quality and participating in trade fairs to demonstrate product quality leadership.

About Frost & Sullivan

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

About EPAX AS

EPAX AS offers concentrated marine omega-3 oils in the business-to-business segment under the brand name EPAX®, available in a wide range of top-quality formulas with different EPA/DHA ratios and concentrations focused on specific health conditions, available in TG and EE versions. EPAX AS is headquartered in Aalesund with a global sales office in Lysaker/Oslo, Norway. Its production facility in Aalesund is GMP-approved by the Norwegian Medicines Agency for the manufacturing of API products. EPAX is part of the Austevoll Seafood ASA group – a globally integrated pelagic fishery specialist with operations in Chile, Norway and Peru (www.auss.no). All of EPAX's business efforts reflect the company's core commitment: Purity | Quality | Innovation. These values represent EPAX's commitment to offering products that are safe, pure and of consistent quality. EPAX® specifications limits for environmental pollutants and oxidation by-products are well below those set by global authorities' limits. All EPAX formulas are backed by clinical studies.

For further information on EPAX AS, its products or clinical studies visit www.epax.com or contact marketing manager Gunilla Traberg at gunilla.traberg@epax.com.

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