



FOR IMMEDIATE RELEASE

Contact:

Gunilla Traberg

EPAX AS

+47 7013 5960

gunilla.traberg@epax.com

EPAX Launches New 'ECOVISION' Web Site

*Omega-3 Supplier's Latest Web Presence Provides Details
on the Company's Environmental Sustainability Efforts*

AALESUND, Norway (April 13, 2010) -- As the marine-based omega-3 category has grown to become one of the most popular supplements in North America and Europe, so has an interest in the sustainability, traceability and accountability of the companies supplying the nutrient-rich oil. Today, one of the world's leading suppliers, EPAX AS, announced the launch of a new Web site dedicated to the company's industry-leading efforts in those areas.

Visitors to <http://www.epax.com/EcoVision> will find the most up-to-date information on the 170-year company's eco-vision, explaining why and how the company sees itself as a steward of the ocean.

"We know that as an industry leader it is our responsibility to help set the standard for the ecological commitments of the marine-based omega-3 community; and because of our vertical integration, we have a unique story to tell about our efforts in this area," said Bjorn Refsum, EPAX CEO. "We, along with our parent and sister companies, have taken measures throughout every process in the supply chain to make sure that both

the health of the oceans and the consumer are protected. The new EcoVision Web site will help manufacturers and consumers have a better understanding of that."

The launch of the EcoVision site comes after the company's recent Friend of the Sea (FOS) certification. EPAX's sister company that oversees the fishing boats used in the catches also received this distinction, thus giving the company an unusual "double" certification. Additionally, the company's new headquarters building was designed with environmentally friendly characteristics including using excess heat from the factory to heat the office building during Norway's long winters.

EPAX.com/EcoVision provides visitors with an overview of the company's "Sustainable," "Traceable," and "Accountable" efforts.

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. The company's operation is certified by Friends of the SEA (FOS) to have a documented sustainable operation – from the fish harvesting in Peru to its finished omega-3 ingredients in Norway. EPAX is vertically integrated and part of the Austevoll Seafood ASA group – a global pelagic fishery specialist with operations in Chile, Norway and Peru (www.auss.no).

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

#