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SEAWEB ANNOUNCES CREATION OF VISITING FELLOWS PROGRAM

Effort to increase collaboration and capacity within ocean conservation community

(January 30, 2004) Washington, D.C. - In a move to encourage joint initiatives and creative solutions to marine conservation, SeaWeb announced today the launch of its Visiting Fellows Program and the appointment of Mark J. Spalding as the program's first Senior Fellow.

The new fellows program allows SeaWeb to leverage the knowledge of marine conservation experts to inform the media, empower advocates and shape decisions that advance the cause of ocean conservation.

"SeaWeb's Fellows Program will provide a way for individuals to pursue their vision of effecting social change to protect the living ocean and add to the brain trust that informs our work," said Vikki Spruill, president of SeaWeb. "As the program's inaugural Senior Fellow, Mark Spalding brings a strong skill set from the perspectives of environmental policy and law. His expertise will augment SeaWeb's efforts to build an ocean conservation constituency."

As Senior Fellow through the end of 2004, Spalding will provide counsel and support to existing SeaWeb programs. Specifically, Spalding will be an adviser to Seafood Choices Alliance, a program that brings ocean conservation to the table by providing the seafood sector - fishermen, chefs and other purveyors - with the information they need to make sound choices about seafood and provide the best options to their customers.

"I'm very excited to join forces with SeaWeb to help maximize the effectiveness of its innovative strategies and cutting-edge campaigns for marine conservation," said Spalding, who currently oversees the Alaska Oceans Program for the Alaska Conservation Foundation.

A leading authority on international environmental policy and law, Spalding has been practicing law and acting as a policy consultant for 18 years. His research interests in marine conservation include protected areas, and trade and the environment. Prior to joining the Alaska Conservation Foundation, he was director of the Environmental Law and Civil Society Program at the University of California-San Diego. He also taught at Scripps Institution of Oceanography and the University of California-Berkeley. Through the end of the Clinton Administration, he was a member of a Presidential and Congressional Advisory Committee on U.S.-Mexico environmental border relations, the Good Neighbor Environmental Board.

SeaWeb believes in the power of communications and strategic planning to build an ocean conservation constituency that will effect behavioral change. In keeping with SeaWeb's principles, the fellows program is intended to promote creative solutions, advance original and insightful perspectives and encourage intellectual pursuits. SeaWeb will choose up to two fellows each year based on their expertise, accomplishments and breadth of experience for a six- to 12-month period. In selecting fellows, special priority

will be given to candidates with strong backgrounds in promoting sustainable seafood, communicating science, and translating ocean conservation issues for new media and outreach strategies.

Since 1996, SeaWeb has played a unique role in ocean conservation by elevating the visibility of ocean issues and increasing media attention on the growing threats to marine life. One of SeaWeb's most noteworthy initiatives, "Give Swordfish a Break," played a major role in raising consumer awareness of seafood environmental issues while successfully advocating for recovery measures to restore north Atlantic swordfish.

Through a strategic combination of consumer campaigns, media outreach, public opinion polling, educational programs, public service announcements, publications, Internet initiatives and more, SeaWeb has become a vital and respected force in the continuing effort to protect the living ocean.

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Interview requests from the media should be directed to 202-483-9570. To apply for the 2005 SeaWeb Fellows Program, contact Tom Johnson at 202-483-9570 or tojohnson@seaweb.org.