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**HIGH LINER FOODS ANNOUNCED AS PRINCIPAL SPONSOR
OF THE 2011 SEAFOOD SUMMIT**
**Leading North American Seafood Company Supports Largest and Longest-
Running Conference on Sustainable Seafood**

SILVER SPRING, MD— SeaWeb and High Liner Foods Inc. today announced that High Liner will be the principal sponsor of the 2011 Seafood Summit in Vancouver. The Summit is organized by SeaWeb's Seafood Choices initiative. High Liner Foods is a leading North American processor and marketer of superior quality seafood, and this sponsorship highlights their commitment toward promoting healthy oceans and improving fisheries worldwide.

"High Liner Foods is committed to taking a proactive leadership role to ensure that our oceans and fisheries are healthy for future generations, and we are very happy to support this extremely crucial summit, bringing together the leaders of our industry on the issue of sustainability," declared Henry Demone, president and CEO of High Liner Foods. "This is a valuable opportunity to exchange ideas and knowledge to bring about positive change, and we hope to emerge from this summit with a common vision for future sustainability efforts."

"We are delighted to have High Liner join us as principal sponsor of the ninth annual Seafood Summit in Vancouver," said Dawn M. Martin, president and CEO of SeaWeb. "High Liner Foods' generous support demonstrates their commitment to advancing responsible business practices and continuous improvement towards the sustainability of the seafood industry."

With over 100 years of experience in the seafood business, High Liner works to consistently offer the highest quality products and broader selection of seafood, while actively working with suppliers in promoting social responsibility, food safety, and best practices in environmental stewardship. High Liner's R.E.S.P.E.C.T. for 'Our Planet. Our Promise' program ensures that sustainability is embraced from the top down of the organization with commitment and involvement in every area of its business.

“The Seafood Summit is a unique global forum that stimulates meaningful dialogue and collaborative efforts across sectors. High Liner Foods’ commitment helps advance efforts to push the sustainable seafood movement forward,” said Melanie Siggs, vice president of sustainable markets at SeaWeb.

The Seafood Summit brings representatives of the global sustainable seafood industry, conservation organizations, scientists, academia, policy makers and media professionals together for a three-day conference with the goal of making the seafood marketplace environmentally, socially and economically sustainable. The Seafood Summit is internationally recognized as a key forum that inspires productive dialogue toward helping today's global business leaders, policy makers, producers and scientists critically examine the factors influencing progress toward a sustainable seafood market. The summit will be held at The Westin Bayshore in Vancouver, Canada from January 31st through February 2nd and is supported by field trips and workshops before and after the Summit. The 2010 Seafood Summit took place in Paris and attracted more than 640 delegates from 42 countries.

For more information or to register for the summit, visit www.seafoodsummit.org.

High Liner Foods Incorporated is a leading North American processor and marketer of prepared, value-added frozen seafood. High Liner's branded products are sold throughout the United States, Canada and Mexico under the High Liner®, Fisher Boy®, Mirabel® and Sea Cuisine™ labels, and are available in most grocery and club stores. The Company also sells its High Liner®, FPI® and Mirabel® food service products to restaurants and institutions, and is a major supplier of private label seafood products to North American food retailers and food service distributors. High Liner Foods is a publicly traded Canadian company. Its common shares trade under the symbol HLF and its Non-Voting Equity Shares trade under the symbol HLF.A on the Toronto Stock Exchange. www.highlinersustainability.com

SeaWeb is an international nonprofit communications organization dedicated to creating a culture of ocean conservation. SeaWeb works collaboratively to inform and empower diverse ocean voices and conservation champions in strategic, targeted sectors to encourage market solutions, policies and behaviors that result in a healthy, thriving ocean. SeaWeb transforms knowledge into action by shining a spotlight on workable, science-based solutions to the most serious threats facing the ocean such as climate change, pollution and overexploitation. www.seaweb.org

Seafood Choices is an international program of SeaWeb that provides leadership and creates opportunities for change across the seafood industry and ocean conservation community. We seek to create synergies and help identify creative solutions to long-held challenges. By building relationships and stimulating dialogue, Seafood Choices is encouraging and challenging all sectors of the seafood industry along the road toward sustainability. www.seafoodchoices.org

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