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**FOUNDER OF PATAGONIA YVON CHOUINARD
TO DELIVER KEYNOTE ADDRESS AT
2011 SEAFOOD SUMMIT**

SILVER SPRING, MD—Seafood Choices, an initiative of the ocean conservation and communications organization SeaWeb, today announced that Yvon Chouinard, co-founder of outdoor outfitter Patagonia and 1% for the Planet, will deliver the keynote address to launch the next Seafood Summit, to be held in Vancouver, B.C., from January 31 to February 2, 2011.

“Yvon Chouinard’s leadership in pioneering sustainable business practices through his company Patagonia is inspirational, and we are thrilled at the rare privilege of having him deliver the keynote address at the upcoming Seafood Summit,” said Dawn M. Martin, president of SeaWeb. “ His lifelong exploration of the question of business's responsibility and the answers he has found are a perfect reflection of this year’s theme for the Summit, ‘responsibility without borders.’ His insights also will be invaluable in further stimulating the productive dialogue and collaboration among leaders from all sectors of the seafood industry, for which the Summit is known.”

"Who are businesses really responsible to? Their shareholders? Their customers? Their employees? None of the above, I have finally come to believe," said Chouinard. "Fundamentally, businesses are responsible to their resource base. Without a healthy planet there are no shareholders, no customers, no employees. As the conservationist David Brower liked to say, 'There is no business to be done on a dead planet.' But what does behaving responsibly to the environment mean? It took me nearly 25 years in business to learn how to ask that question. It has taken another 15 years of trial and error to uncover the process that Patagonia—or any environmentally minded company—has to go through in pursuit of answers."

Registration is now open for the ninth annual Seafood Summit, which brings representatives of the global sustainable seafood industry, conservation organizations, scientists, academics, policymakers and media professionals together for three days. The Seafood Summit attracted more than 640 delegates from 42 countries in 2010. It is internationally recognized as a forum that inspires productive dialogue toward helping today’s leaders critically examine the many factors influencing sustainability and their role

in the rapidly changing, global seafood landscape. The summit will be held at The Westin Bayshore in Vancouver, Canada, from January 30 to February 2, 2011. For more information or to register for the summit, visit www.seafoodchoices.org.

Yvon Chouinard is founder and owner of Patagonia, Inc. He began in business by designing, manufacturing and distributing rock-climbing equipment in the late 1950's. In the late 1980's, Patagonia's success was such that Chouinard considered early retirement. In some ways, he would have preferred to disappear into the South Pacific with his fly rod and surfboard. However, he decided to continue directing Patagonia's course, in part to use the company to inspire and implement solutions to the environmental crisis. As part of this goal, Patagonia instituted an Earth Tax, pledging one percent of sales to the preservation and restoration of the natural environment. In 2001, Chouinard, along with Craig Mathews, owner of Blue Ribbon Flies in West Yellowstone, started 1% For The Planet, an alliance of businesses that contribute at least one percent of their net annual sales to groups on a list of researched and approved environmental organizations. Chouinard spends much of his time in the outdoors and serving on the boards of numerous environmental groups.

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

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

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