

**News Release**  
For Immediate Release

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**Bradmer Foods Announces Follow-On Investment in Blue Horizon Wild  
And Its New CEO Michael Rice**

Baltimore, MD -- (November 16, 2010) – Bradmer Foods, a Baltimore-based food and beverage focused venture capital firm, is pleased to announce its successful follow-on investment in California-based seafood company Blue Horizon Wild (“Blue Horizon”), its fifth portfolio company that joined the Fund last fall. Blue Horizon is a leading supplier of healthy and responsibly sourced branded seafood products to the North American market. “We are excited about continuing to build the Blue Horizon brand and make the message more relevant to today’s sustainability-oriented consumer,” said Adam Borden, Managing Director of Bradmer Foods.

Bradmer Foods is also pleased to announce the appointment of Michael Rice as CEO of Blue Horizon. Michael is a consumer product branding expert. Michael co-founded and was the managing partner for the past 26 years of the Sterling-Rice Group, a Denver-based integrated marketing agency that helps companies develop and launch new products and services. The Sterling-Rice Group has helped national companies such as General Mills, Starbucks and Unilever with strategy, brand positioning and new product innovation. Michael also has worked closely with some of the leading Natural Food brands including Coleman Natural Beef, Earth’s Best Baby Food, Celestial Seasonings, Cascadian Farms and Horizon Organics. Michael stated, “Blue Horizon has so many opportunities, and we need strong, value add partners like Bradmer Foods to help me deliver on the Blue Horizon brand.” Adam Borden echoes his enthusiasm: “We are looking forward to working with Michael and making use of his broad experience in implementing go-to-market strategies for companies in the natural foods industry.”

*About Bradmer Foods*

Bradmer Foods is a Baltimore-based venture capital and private equity firm that invests exclusively in emerging food and beverage businesses. Bradmer Foods partners with food and beverage entrepreneurs to help them grow their business through outside capital and management expertise while providing superior financial returns for its investors. Learn more about Bradmer Foods at <http://www.bradmerfoods.com>

*About Blue Horizon Wild*

Blue Horizon Wild supplies sustainably harvested frozen seafood products to the North American market. Its product line includes lobster macaroni and cheese, crab cakes and fish sticks, all made with healthy, safe seafood. Company founder John Battendieri started Santa Cruz Organic and is a 30-year veteran of the natural foods industry. The company CEO, Michael Rice, is a consumer product branding expert who co-founded the Sterling-Rice Group. For more information, visit <http://www.bluehorizonwild.com>.