



Callaway Consumer Products, LLC
Dr. Laryn Callaway, CEO
Tel: 480-664-8729
Fax: 480-970-5386
laryn.callaway@callawaycp.com
www.theorganicbistro.com



Sea Change Management, LLC
Jason Winship, Managing Principal
Tel: 415-421-4213 ext. 19
Fax: 415-982-7989
jason@seachangefund.com
www.seachangefund.com

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**Organic Bistro Whole Life Meals™ and Sea Change Investment Fund
partner to expand retail distribution**

Scottsdale, AZ and San Francisco, CA — Callaway Consumer Products, LLC and the Sea Change Investment Fund, LLC jointly announced a financial partnership to accelerate the company's retail distribution of Organic Bistro Whole Life Meals™.

Launched in April, Organic Bistro Whole Life Meals™ have already achieved tremendous success at selected natural, specialty, and conventional retail chains in the Southwest. This first financing round will enable the company to expand its rollout strategy and to develop new products based on nutritious and sustainable ingredients.

"Sea Change is extremely excited about our partnership. Organic Bistro™ has an ideal opportunity to position seafood sustainability within the broader messages of consumer health and organic foods," said Jason Winship, Managing Principal of Sea Change. "We applaud the company's use of MSC-certified wild Alaskan salmon, and look forward to working with the company to develop additional meals using healthy seafood from sustainable fisheries. We believe the company will be successful at redefining the categories of frozen entrees and frozen seafood."

Dr. Laryn Callaway, the company's Founder and CEO, is pleased to have found an investor who shares her principles. "Our consistent company mantra is 'take the high road' - this translates to organic, premium-quality and sustainable ingredients in our products. Financial partners who not only support, but require such a high standard are unique. We are elated to partner with Sea Change, and make a difference while making a profit."

Callaway Consumer Products, LLC is the parent company of Organic Bistro Whole Life Meals™, a line of nutritiously rich, gourmet single-serving frozen entrees. Certified organic, each meal is designed to maximize its ingredient mix for lean protein, fiber, omega-3s and complex carbohydrates to provide a balanced, whole meal. The Company was founded by Dr. Laryn Callaway, who is a practicing naturopathic physician and believes that smarter food choices are the optimal first line of treatment for people with heart disease and diabetes, in addition to those seeking a healthier lifestyle.

The Sea Change Investment Fund is a double-bottom line venture capital fund focused on stimulating the market for sustainable seafood. Through its investments, the Fund intends to generate conservation benefits to improve the health of fisheries and the marine environment, in addition to financial returns for its investors. Launched in March 2005, the Fund is capitalized with a \$10 million program-related loan from the David and Lucile Packard Foundation, and matched by a \$10 million private equity investment.