



WHAT'S IN A NAME? INTRODUCING QVD AQUACULTURE

March 7, 2011— When former coffee company executive, Chris December, took the helm of QVD's Global Operations in Vietnam, Singapore, and the USA last year, one of the first questions he asked his team was, "What does the QVD brand stand for?"

Now, nearly one year later, the answer is clear: QVD stands for sustainable aquaculture. And, to reflect that focus, the company has changed its name from QVD to QVD Aquaculture.

The company has unveiled a new logo that depicts a stylized fish in motion stacked over the words QVD and Aquaculture. "The word 'aquaculture' on a line by itself is symbolic of the base upon which the company intends to grow," says Linae Foster, Marketing Manager. Designed by Seattle branding firm, Vehicle, the new logo "emphasizes our commitment to the evolution of the aquaculture industry—and is a visual demonstration of our moving forward as a leader in the responsible production of sustainably raised aquaculture seafood," Foster adds.

CEO Chris December adds: "As all major brand-builders know, choosing the branded path is an enormous responsibility and it requires a great deal of patience, stewardship, and persistence. It's about living your brand promise and differentiating yourself, while delivering constant innovation and product development. We are putting our best efforts forward to ensure that this strategy will pay off for our customers, consumers, and shareholders."

The new brand will be prominently on display at the global seafood industry's major domestic trade show, the International Boston Seafood Show, taking place March 20-22, 2011.

About QVD Aquaculture

The world class leader in sustainably raised seafood, QVD Aquaculture (www.qvdaquaculture.com) offers the best tasting, safest, most eco-friendly fish on the planet. We are dedicated to food safety, quality and sustainability on every level. As a result, we have earned many significant achievements that include being the first Pangasius facility in the world to be approved by the USDC, and the first BAP certified Pangasius farm and factory in the world.

Established in 1999, QVD Aquaculture operates a vertically integrated business which includes farms, factories and cold storage facilities, and offices in Vietnam, Singapore and the United States. Our U.S.-based corporate team works with partners worldwide in order to bring our premium aquaculture products to our global customers.

QVD Aquaculture offers Swai/Striped Pangasius under its award winning brands BasaVina Pearl® and BasaVina Ruby®, and other sustainably raised species under the Vina Blue® label.

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