



For Immediate Release

September 12, 2007

Clearwater Helps Bring *the* Nova Scotian Eating Experience Coast to Coast

Bedford, Nova Scotia, Canada - **Clearwater Seafoods Limited Partnership** is pleased to announce that a selection of its premium seafood products are now part of the new offerings on the Sears Canada online store (www.sears.ca). The alliance with Sears Canada will allow Canadians to experience *Clearwater Premium HardShell Fresh™ Lobster* and other premium seafood products virtually anywhere in the country.

“Whether it’s a romantic dinner for two, or a traditional Maritime ‘kitchen party’ for ten, consumers can choose from a variety of dinner packages to suit any occasion – packed and protected for travel – ensuring product will stay at maximum freshness and flavour”, says Tony Jabbour, General Manager of Clearwater Lobsters.

According to Jabbour, “Consumption of seafood is growing and it’s become very popular for corporate gift giving as well as for those who’ve simply experienced great seafood while in Nova Scotia on vacation and want to have it once they return home. Special occasions are a particularly popular time of year, like sending to your Mother on Mother’s day. Nothing says luxury like lobster!”.

Lobsters are selected from the company’s premium “Hard-shell” brand of live lobsters while Clearwater’s North Atlantic Scallops are caught wild and frozen at sea within one hour of catch to lock in their freshness and flavour.

Clearwater’s staff of marine biologists and dry land storage facility, which maintains lobsters at their peak, are just 2 examples of unique industry practices & innovations aimed at delivering on Clearwater’s goal of providing **a superior eating experience.**

Colin MacDonald, Clearwater’s Chief Executive Officer added, “We are delighted to join with Sears Canada, a company sharing the same core values of building life-long customer relationships. In addition, today’s eco-conscious consumer can be assured they are buying products that are harvested in a responsible and sustainable manner and will be enjoyed by generations to come.”

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ABOUT CLEARWATER

Clearwater is recognized for its consistent quality, wide diversity and reliable delivery of premium seafood, including scallops, lobster, clams, cold-water shrimp, crab and ground fish.

Since its founding in 1976 Clearwater has invested in science, people, technology, resource ownership and resource management to preserve and grow its seafood resource. This commitment has allowed it to remain a leader in the North American seafood industry.

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For further information: please contact: Holly Reardon, Director of Marketing Clearwater at (902) 457-8154.

Notes to editor:

Additional pictures, product fact sheet and recipes available upon request

Sears website: www.sears.ca

Clearwater website: www.clearwater.ca