



For Immediate Release

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Cleanseas Hiramasa Recipe Contest Announces Regional Winners

New York, January 15, 2010 – Cleanseas Tuna Ltd., Australia’s leading aquaculture company, and Milestone Culinary Arts Center in Dallas have announced six regional winners of the first annual Cleanseas Hiramasa Recipe Contest. Three regional winners were selected from the Eastern U.S. and three were selected from the Western U.S. Cash prizes were awarded to each winner.

A grand prize winner will be determined by a cook-off between the two first place winners that will take place February 1 before a panel of judges at the Milestone Culinary Arts Center in Dallas. The grand prize winner from the cook-off will receive an expense-paid trip to Australia to visit Cleanseas Tuna Ltd. The winner will also appear and cook at the International Boston Seafood Show in March.

Eastern U.S. winners and their recipes include:

First place (\$2000 prize): Zack Bell, Executive Chef, Café Boulud, Palm Beach, FL
Dish: Hiramasa with Edamame Puree

Second place (\$1000 prize): Eric Hara, Executive Chef, The Oak Room, New York City
Dish: Hiramasa Canneloni

Third place (\$500 prize): Alicia Matheson, current student Cambridge Culinary School, Boston, MA
Dish: East Meets West Hiramasa

Western U.S. winners and their recipes include:

First place (\$2000 prize): Omar Flores, Executive Sous Chef, Abacus, Dallas, TX
Dish: Togarshi Grilled Hiramasa

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Second place (\$1000 prize): Paul McCabe, Executive Chef, Kitchen 1540, Del Mar, CA
Dish: Hiramasa Crudo

Third place (\$500 prize): Joseph Zanelli, Chef, Encore Resort, Las Vegas
Dish: Hiramasa Carpaccio

The Cleanseas Hiramasa Recipe Contest was open to any working chef or culinary student age 18 years or older. Applicants were asked to submit an original recipe using raw, cooked or smoked preparations of CleanSeas Yellowtail Kingfish (Hiramasa). Winners' recipes can be found at www.cleanseas.com.au/win-a-trip-to-australia.html.

"We were very pleased with the quality and national scope of our entries this year. We had many top names in the restaurant industry enter as well as students from several of the top cooking schools." said Chris Johnson, North American Marketing Manager for Cleanseas Tuna USA, who served as one of the judges, along with Sharon Van Meter, Director of Milestone Culinary Institute, and three other Milestone chefs.

Located in Port Lincoln, South Australia, Clean Seas Tuna Ltd. is one of the world leaders in sustainable aquaculture. More than 20 years ago, a tuna ranching pioneer, Hagen Stehr, had a vision to develop a fully sustainable Bluefin tuna farm. To achieve his goal, Hagen Stehr focused on developing the technology of spawning and raising Australian Yellowtail Kingfish (Hiramasa) and Mulloway (Suzuki).

According to Stehr, Cleanseas Tuna Ltd. is at the forefront of environmental best practices. "The company's state-of-the-art hatchery facilities located in Arno Bay produce the highest quality fingerlings which are transformed to open water cages. We have a team of aquaculture professionals who manage the Bluefin growth in the Spencer Gulf, which is supplied by the cool, pristine waters of the Antarctic. In these pure waters, the fish enjoy a stress free existence created through low stocking densities, daily monitoring and a pollution free environment. The fish are fed all natural feeds with no artificial ingredients or antibiotics. We like to say our fish are Australian born with Japanese quality, and culinary excellence.'

"We have been successful working with many top names in the restaurant industry who want superior, sustainably farmed fish for their restaurants," noted Stehr. Chefs in the US who currently use Cleanseas include Eric Ripert (Le Bernardin, New York) Lauren Gras (L20, Chicago) Eric Hara (The Oak Room, New York), and Tre Wilcox (Loft 610, Plano, TX).

Cleanseas Yellowtail Kingfish (Hiramasa), Suzuki Mulloway and Southern Bluefin Tuna are sold nationally throughout the U.S.A., Canada, and around the world. www.cleanseas.com.au

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