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FOR IMMEDIATE RELEASE

Decoding the Smoked Fish Eating Tradition

Acme Smoked Fish Corporation Launches Consumer Awareness Campaign

Brooklyn, New York –Nov. 8, 2010 – Acme Smoked Fish Corporation, a fourth-generation family-owned and operated business founded in 1954 and one of the most popular smoked fish brands in North America, today announced the launch of its Consumer Awareness Campaign. The unprecedented campaign aims to help the company build an accurate customer profile and drive highly relevant product innovation in the months and years ahead. Participants are automatically entered into a drawing to win a new Apple iPad or equivalent \$500 Amex Gift Card.

Voluntary participants are asked to complete a brief online questionnaire exploring their preferences, expectations and priorities when selecting smoked fish products along with product preparation and serving practices. The survey is open to both individuals and businesses including food service institutions and establishments. The survey is available at www.acmesmokedfish.com. The full range of questions, primarily multiple-choice, was designed to help the company better understand its audience, their perceptions on product quality and on the company's brand.

“We’re excited to launch our new awareness campaign and build a closer, more direct communication channel with our end-customer,” explains Gabriel Viteri, Vice President of Strategy and Business Development. “As we move forward, we will use this valuable information to drive future business decisions and introduce new product innovations.”

For four generations, the Acme Smoked Fish Corporation has delivered superior-quality seafood products to households nationwide, with a significant portion of sales derived through leading retailers, delis, bagel shops, warehouse clubs, supermarkets, gourmet shops and specialty stores. To participate in the Consumer Awareness Campaign or to learn more about Acme Smoked Fish Corporation, visit www.acmesmokedfish.com.

About Acme Smoked Fish Corporation

Founded in 1954, Acme Smoked Fish Corporation is a family owned and operated smoked fish producer. The company is recognized for its New York style Kosher smoked salmon and lox, whitefish, chubs, herring and sable. Based in Brooklyn, New York, the widely recognized brand is committed to providing a superior quality product. The company's Blue Hill Bay brand is known for its delicious all-natural and preservative-free food products, its Ruby Bay brand for its supermarket and retail packs, and its Great American brand for quality food service products sold primarily in the southeast region. Private label arrangements are also available for selected customers. Acme Smoked Fish brands are widely distributed throughout the United States via leading supermarkets, delis, gourmet and specialty stores, and warehouse clubs.

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