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## Press release

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Our ref.: 0095AUSSM

Date: 18 November 2011

The Norwegian Broadcasting Corporation (NRK) broadcasts the television program Forbrukerinspektørene (FBI) which program addresses issues of interest for consumers. The program recently published a report on the production of fish oil in Peru. The report includes descriptions of Austevoll Seafood ASA's subsidiary, Austral. Subsequent to the broadcast, Austevoll Seafood ASA has received enquiries from the Norwegian Minister of the Environment and International Development, customers, employees and members of the general public. We do not acknowledge the way in which the program described Austral and its activities. Based on the feedback we have received, we find it necessary to comment on the environmental and health related issues addressed:

The program broadcast on 9 November, 2011, focused in particular on conditions in the town of Chimbote. One of the claims made was that emissions from the factories in this town impose serious health problems on the people of Chimbote. NRK reported that Austral has a factory in Chimbote. This is not correct. Austral does not have a factory in Chimbote. NRK had knowledge of this prior to broadcasting the program. It is extremely regrettable that NRK, despite having such prior knowledge, went on to link Austral to the alleged conditions in Chimbote. We emphasise that Austral's activities in Peru in no way justify a link to the allegations made and illustrated by NRK regarding Chimbote.

In the same program, information was also broadcast on the conditions in the town of Pisco. In this respect we can inform that the fish oil industry, Austral included, has made substantial investments in the environment there since 2004. The measures implemented in Pisco since 2004 have resulted in a total transformation of its harbour. The presentation broadcast by NRK on the conditions in Pisco consequently does not reflect the current environmental situation in the harbour. The work carried out there has gained acknowledgement from national and local politicians. The executed measures will provide a standard by which to measure the improvements we know the authorities and industry will implement also in other towns, including Chimbote. Subsequent to the broadcast, the factory has received a visit from a representative of the Norwegian embassy in Santiago. Erik Solheim, Norwegian Minister of the Environment and International Development, also confirmed in the program aired on NRK on 16 November 2011, that the embassy's impressions after the visit was that the factory is run in a proper manner, and that the company is involved in improving the situation there.

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All of Austral's factories in Peru are engaged in lawful handling of waste water, with pipelines reaching minimum 1 kilometre into the ocean. The length of the pipelines depends on natural conditions. In contradiction of what is reported by NRK, caustic soda is properly neutralized in special tanks before entering the waste water pipeline.

In Peru, as in all other countries, there is a significant increase in the focus on environment and resource management, and this is a positive factor. This also reflects the way we conduct our business. As a result, national authorities have implemented new regulations for the industry, and we are doing our utmost to remain at the forefront of such developments. The regulations have required substantial investments, and will continue to do so in the years ahead. The importance of the fisheries and the related shore-based industries for Peru has certainly played a decisive role in the success of the national authorities and industry in respect of resource management. We find it inspiring to invest in a location where documentation proves through generations that sustainable resource management of the fishing resources is possible. The recent system improvements only serve to enhance such inspiration. Austral Group is one of the few companies with an integrated Quality Assurance system including 11 standards for quality, safety and environment, including "ISO 9001:2008 Quality Management System", "ISO 14001:2004 Environmental Management System and "Dolphin Safe Regulation Systems". Austevoll Seafood ASA shall continue to assist our professional management and employees in Peru in their efforts to develop and improve the company.

*The Board of Directors in Austevoll Seafood ASA, Storebø, 18 November 2011*

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