

New Website and Seafood Hotline Launched for Omaha Steaks® World Port Seafood® Brand



Recognizing tremendous growth opportunities in its existing seafood category, fifth-generation, family-owned Omaha Steaks® is leveraging its more than 100 years of experience in producing, sourcing and delivering the highest quality frozen foods to expand its World Port Seafood® brand. A new designated website, www.WorldPortSeafood.com and a seafood hotline at 1-800-315-FISH (3474) for customer questions launched today..

Seafood has long been one of the company's core offerings. Today, the demand for seafood is increasing with one-fifth of all respondents in a recent SeafoodSource.com survey indicating that they include seafood in their weekly meals. This increased demand, combined with the company's ability to offer high quality and responsibly sourced seafood from its established network of trusted suppliers worldwide, provided a unique opportunity for growth and prompted the company's launch of this new stand-alone website - www.WorldPortSeafood.com. The new site will enable the company to focus on expanding its line of raw and prepared fish and shellfish.

The new seafood hotline 1-800-315-FISH (3474) originated in response to calls from customers seeking guidance on seafood preparation and serving suggestions. Specially trained customer service seafood experts are available to answer the hotline calls and the website offers easy-reference information like cooking charts, seafood attributes and a variety of short cuts and recipes.

"Customers have trusted Omaha Steaks to provide them with premium gourmet foods and unparalleled customer service for generations," said Todd Simon, Senior Vice President and Family Owner. "While we are best known for our beef, our seafood sales have been steadily increasing as the demand for high quality seafood grows. By building on our established foundation of food expertise and our strict adherence to exacting quality standards, our new World Port Seafood website - www.WorldPortSeafood.com expands our ability to provide world-class seafood and share our expertise as we begin our journey toward becoming America's foremost gourmet seafood authority."

About Omaha Steaks®

Omaha Steaks®, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company that markets and distributes a wide variety of the finest quality USDA-approved, grain fed beef and other gourmet foods including seafood, pork, poultry, side dishes, appetizers, complete meals and desserts. Today, Omaha Steaks is recognized as the nation's largest direct response marketer of premium beef and gourmet foods, available to customers by calling 1-800-960-8400, online at www.omahasteaks.com or at retail stores nationwide.

About World Port Seafood®

World Port Seafood® is an Omaha Steaks® brand offering the finest raw and prepared frozen seafood options with year-round availability. All World Port Seafood® products are responsibly sourced from trusted suppliers worldwide and flash frozen within hours of harvesting to ensure freshness. World Port Seafood® is available online at www.WorldPortSeafood.com. World Port Seafood® products also are available at www.OmahaSteaks.com, by calling 1-800-228-9055, or at Omaha Steaks retail store locations nationwide.