

## ASX Release

14 April 2015

### **HIRAMASA E-NEWS AND SOCIAL MEDIA – EMAIL TO SHAREHOLDERS**

As outlined in recent announcements, Clean Seas Tuna Limited (ASX: CSS) has launched [www.hiramasakingfish.com.au](http://www.hiramasakingfish.com.au) as a new key product website. Please find attached an email that has been distributed to those shareholders who have previously provided their email address which promotes our new Hiramasa e-news product updates in conjunction with that website and our other social media initiatives.

Dr Craig Foster  
Chief Executive Officer

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13<sup>th</sup> April, 2015

Dear Shareholder,

### Spreading the Word

You will recall we advised that a range of marketing initiatives were underway to alert resellers and consumers of the high value virtues of our Kingfish and its premium positioning under the **Hiramasa Kingfish** brand.

Our new website, [www.hiramasakingfish.com.au](http://www.hiramasakingfish.com.au), has now launched and we'd be delighted if you'd join our e-news mailing list so we can keep you updated with all that's happening in the world of Hiramasa.

We recognise that your time is precious so we aim to keep our e-news short on length, but big on insight and packed full of flavour.

Please follow the link below to ensure you hear it first from Hiramasa!

<http://www.hiramasakingfish.com.au/contact/e-news-sign/>

As it's early days for our website, our list of retailers is being populated as we go, along with where you can experience and buy Hiramasa Kingfish.

While you're having a look around the website why not have a look at our blog page as well?

We've been writing about everything from our sustainability credentials to the recent Taste of Sydney festival attended by 26,000+ foodies, where Head Chef Carla Jones' Hiramasa Icon Dish sold more than twice the servings she expected.

Clean Seas is on track to extending its production, sales and marketing efforts so as a shareholder you too can play a role by helping to spread the word.

To do so, please also 'like' our Facebook page ([facebook.com/hiramasakingfish](https://www.facebook.com/hiramasakingfish)) and also follow us on Twitter (@hiramasaking) and Instagram (@hiramasakingfish).

Our sincere thanks, for your assistance in supporting The King of Kingfish, Hiramasa Kingfish.

Kind regards,

Craig Foster  
Chief Executive Officer

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