

ASX & Media Release

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CLEAN SEAS REBRANDS ITS PREMIUM KINGFISH AND LAUNCHES NEW BRAND MARKETING CAMPAIGN

Clean Seas Seafood Limited (ASX: CSS, “**Clean Seas**” or “**the Company**”) is pleased to announce that it has rebranded its premium Kingfish as **Spencer Gulf Hiramasa Kingfish**. This rebranding reflects the product’s strong and unique provenance.



The Company has also today released details of a new marketing campaign, which the Company will use to promote **Spencer Gulf Hiramasa Kingfish** in Australia, Europe, North America and Asia.

A strategic review in 2016 identified that the current branding did not adequately reflect the product’s key attributes and personality. The Company has developed this new marketing campaign around the product’s key strategic pillars of Provenance, Culinary Excellence & Versatility and Sustainability.

The brand story is based on the concept of “The Duality of One”. The Managing Director and CEO of Clean Seas, David Head, explains that “when talking about our **Spencer Gulf Hiramasa Kingfish**, we are talking about two fish. There’s the Kingfish in the water - Powerful, Predatory and Majestic, and there’s the landed Kingfish on the plate – Delicate, Translucent, Sublime. This is the Tale of Two Fish”.



As part of the new campaign, the Company has developed a new brand video recently filmed on South Australia's Spencer Gulf and the Eyre Peninsula. This will be a key component of Clean Seas' expanded global marketing campaign over the next 12 months and beyond.

In addition, Clean Seas is filming a range of short videos with several Australian and internationally acclaimed chefs in which they demonstrate their creative inspiration using **Spencer Gulf Hiramasa Kingfish**.



The first four chef video stories have been completed and can be seen, along with the Tale of Two Fish video, at www.hiramasakingfish.com.au.

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