

# Pan Fish Press Release



22 December 2006

## **Name and identity for new company is decided**

**Following discussions in the Board of Directors and with the new corporate and extended management team of Pan Fish ASA, the identity for the new company has been decided. It brings together elements from each of the three companies.**

The name for the new company will be Marine Harvest and the logo is a refreshed logo of Pan Fish. This combines a description of what the new company is doing as much as it indicates the global ambitions. It has further been decided to use the endorsement developed by Fjord Seafood; Excellence in Seafood – which very much describes an important part of the wider seafood vision of the company.

- We believe this decision takes forward a significant aspect of each of the three founding companies. It combines new and familiar aspects for everyone and it creates a unique, clear identity in the marketplace and strongly indicates our global commitment to the seafood industry and our ambitions to participate in its further restructuring, says Atle Eide, CEO.
- The values and other corporate characteristics around our identity will be further developed at the beginning of the new year.

Implementation in 2007 is subject to approval of the new name by an extraordinary general assembly which will be called early 2007.

For further information, please contact  
CEO Atle Eide, tel: +47 91 15 29 77  
CFO Trine S. Romuld, tel: +47 99 16 36 32  
Marine Harvest Group  
(Pan Fish ASA)

Below is a preliminary version of the logo to show the 'look & feel'. The logo will be further fine-tuned in early 2007.



PAN FISH



**marineharvest**  
excellence in seafood

