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**YIHE CORP. ANNOUNCES NEW PRODUCT INTRODUCTIONS
OCEAN ECLIPSE FUSION MARINADES & DRY RUB KETA SALMON PRODUCTS
OCEAN SELECT "PICK 5" PROGRAM**

PASADENA, CALIFORNIA, September 22, 2014 – Yihe Corp., a leading seafood processor of Salmon, Tilapia, Alaskan Pollock, Scallops and other seafood varieties, announced today that it is launching a new line of marinades and dry rub products under the *Ocean Eclipse Fusion* brand. The company is also proud to announce the development of a 12oz-1lb seafood "Pick 5-Mix and Match" promotional program under the *Ocean Select* brand.

Ocean Eclipse Fusion Marinades & Dry Rub Products

The eight new *Ocean Eclipse Fusion* products will be featured in a gusseted, resealable bag format and will use four six-ounce Keta Salmon (Chum) portions, for a total of 24 ounces (1.5lbs). All portions will be individually wrapped. The new line focuses on the use of dry rub seasonings and creative marinades to create new excitement within the Seafood Department and promote repeat purchase of salmon products.

New *Ocean Eclipse Fusion* flavors include:

- Blackened Heat (dry rub) – black and red pepper for a fiery, robust blend
- Tuscan Garden (dry rub) – garlic, red bell pepper, brown sugar and Tuscan spices
- Citrus Pepper (dry rub) – lemon and black pepper zest
- Louisiana Rub (dry rub) – onion, garlic, red pepper and other spices for a robust Cajun flavor
- Honey Teriyaki with Toasted Sesame (marinade) – honey-sweetened teriyaki with toasted sesame seeds
- Sweet Chili (marinade) – a sweet marinade with a zest of crushed red pepper
- Lime Chipotle (marinade) – lime with mild chipotle peppers
- Sweet-Hot Asian BBQ (marinade) – a contrasting blend of sweet and spicy Asian flavors

The new varieties will be available for the 2015 Lenten season.

"It has been an exciting year for Yihe," says Steven Chen, Yihe's President and CEO. "Through these new product offerings, we are appealing to consumers evolving taste and flavor profiles as well as requests from our retail partners. We are also excited because the *Ocean Eclipse Fusion* product launch is bringing a great deal of innovation to the category."

New "Pick 5" *Ocean Select* Seafood Program

Yihe Corp. has created a "Pick 5-Mix and Match" program that is specifically available for the seafood category. The addition of a seafood solution to already successful industry "Pick 5" (dominated by chicken and beef products) programs expands options for both retailer and customer. The 10 SKU mix-and-match retail offering will allow customers to choose from any of the following *Ocean Select* salmon products to build a "Pick 5" promotional campaign:

- 12 ounce Blackened Heat (dry rub)
- 12 ounce Tuscan Garden (dry rub)
- 12 ounce Citrus Pepper (dry rub)
- 12 ounce Louisiana Rub (dry rub)
- 12 ounce Honey Teriyaki with Toasted Sesame (marinade)
- 12 ounce Sweet Chili (marinade)
- 12 ounce Lime Chipotle (marinade)
- 12 ounce Sweet-Hot Asian BBQ (marinade)
- 1 pound Pink Salmon Portions (4, plain, no marinade or rub, salmon portions)
- 1 pound Salmon Burgers

“The “Pick 5” program is just one more way that Yihe is bringing value-added opportunities to our retailers and consumers,” says Michael Klein, Vice President of Sales at Resource One. “We are excited to launch one of the first campaigns of this type in the seafood industry. Between the launch of new, creative, fusion cuisine products and the “Pick 5” program, our goal is to both increase purchases of Yihe’s Salmon products, and attract new consumers to the category.”

About Yihe Corp.

Founded in 2004 by Steven Chen, a U.S. citizen, Yihe’s management team has a combined 100+ years of industry experience and expertise in fishing, processing and quality assurance. Experienced in many aspects of the seafood industry, Mr. Chen began his career working on a commercial fishing boat, followed by his time working in a processing facility. He quickly rose in his career and later served as the President of the U.S. Operations for a Chinese Company that developed frozen seafood products. Over the past year Yihe rose to become the largest importer of salmon into the United States. In addition to wild-caught salmon, Yihe also processes Tilapia, Alaskan Pollock, Cod, Flounder, Swai, Scallops, Mahi Mahi, Whiting, Tuna, Crawfish, Surimi and Squid under its own brands *Ocean Eclipse* and *Ocean Select* for various private label customers. Yihe specializes in providing comprehensive, “one-stop shop” private brand programs that are held to the highest standards of each retailers’ product specifications. Yihe is a privately held company, with sales in the United States, Europe, China, Mexico and Canada. Learn more at www.yiheseafood.com.

About Resource One

Resource One is a sales, marketing and services organization dedicated to creating sales and profits for its suppliers by innovating private label programs. Founded in St. Louis, MO, in 1987, Resource One quickly established a national presence as an important source for multiple lines of private label food products. In the span of its 25 years in operation, Resource One's sales have grown to \$400+ million annually, with satellite offices located in close proximity to its major customers in key markets. The reasons for its continued success are simple: an uncompromising commitment to advocate on behalf of its manufacturers, as well as agility and responsiveness to its Retail partner throughout the sales process. Resource One also leverages its offering of services in the areas of managed sales, back-office support, warehousing and transportation logistics, label management and import/export sales to generate new sales and enhance profitability for its customers. Learn more at www.resource-1.com.