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YIHE CORP. ANNOUNCES NEW FINANCIAL PARTNER AND AGREEMENT WITH RESOURCE ONE

- The “New Yihe” Corporation Launched at Seafood Expo North America
- Junbin Yang, Owner of Fuhuang Group, Named New Financial Partner
- Resource One Selected to Manage Enhanced Retail and Supply Chain Platforms

PASADENA, CALIFORNIA, March 16, 2014 – Yihe Corp., a leading seafood processor of Salmon, Tilapia, Alaskan Pollock, Scallops and other seafood varieties, announced today that it has named a new financial partner, Junbin Yang, of the Fuhuang Group. In addition, Yihe has selected Resource One as an on-going partner to manage its retail sales and supply chain management, including the launch of the “New Yihe” Corporation.

Seafood Expo North America – The “New Yihe” Corporation

Yihe will be exhibiting at this year’s Seafood Expo North America, March 16-18, 2014 in Boston, MA., booth #2305, and will leverage the show as an opportunity to launch the “New Yihe” Corporation. “Because of our recent challenges, we felt it was important to let our customers and the industry know that we have made significant changes to our business model to ensure stability and future and long-term success,” added Mr. Chen. “We are grateful for our customers who have remained loyal to Yihe, and we are confident that we have made the necessary improvements in our operations moving forward.”

New Financial Partner Named

Yihe Corp. is pleased to announce that Junbin Yang has been named its financial partner. Mr. Yang is Chairman of Fuhuang Group and its 10 subsidiaries including, Sungem Foodstuff Co, Ltd., which processes several seafood varieties including Salmon, Pollock and Flounder and specializes in aquatic product farming including Tilapia, Crawfish and Catfish.

“We are excited to have Mr. Yang’s backing of Yihe,” says Steven Chen, Yihe’s Founder. “His support in the procurement of raw materials and in our plant operations in China will position Yihe to be more competitive in the marketplace. Moreover, Mr. Yang’s seafood operations and resources will help ensure our raw materials supply over the long-term.”

Retail and Supply Chain Partner Announced

In addition to national oversight of retail sales initiatives and customer service, Resource One has been selected to provide support to Yihe’s supply chain platform, including Forecasting, Production Planning, Container Transportation/Tracking, Inventory Management and Warehousing and Transportation Logistics.

“Yihe has developed long-term relationships with many retailers based on their unquestioned quality and industry-leading prices,” said Ed Cuccio, Chairman and CEO, Resource One. “Subsequently, all of its retail customers have benefited greatly from their participation in Yihe’s programs. Yihe understands how to position our retailers to succeed in the frozen seafood space and expect that these same proven attributes will be equally important to our customers moving forward. In

addition, we are excited to have a new and expanded role in managing Yihe's supply chain needs, ensuring continuity across its platform."

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 Fuhuang Group

Mr. Yang serves as the Chairman of Fuhuang Group, which has 10 subsidiaries including, Sungem Foodstuff Co. Fuhuang Group is involved in the design, manufacturing and installation of light steel roofing structures and steel building frame works. Its operation covers the research and development of windows and doors, the development and production of sanitary equipment/products, research and development of telecommunications control systems and cleaning/processing of aquatic products, poultry & vegetables. In 2002, Mr. Yang invested and built Sungem Foodstuff Co., Ltd, which processes several seafood varieties including Salmon, Pollock and Flounder and specializes in aquatic product farming including Tilapia, Crawfish and Catfish. Sungem's factory is HACCP, BRC, IFS and MSC certificated and exports to America, Europe, Brazil, Russia, Korea and Japan. Learn more at www.fuhuang.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.

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