



**SANTA MONICA**  
**SEAFOOD**  
Family Owned Since 1939

**FOR IMMEDIATE RELEASE:**

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**SANTA MONICA SEAFOOD ANNOUNCES PROMOTIONS**

**Rancho Dominguez, CA, December 29, 2009** – Santa Monica Seafood announced Logan Kock has been promoted to Vice President of Strategic Purchasing & Responsible Sourcing and Dave Litle has been promoted to Senior Vice President of Sales & Marketing. Logan Kock has also been designated as the Company's Chief Sustainability Officer.

Logan Kock, a Master of Science degreed and former government fishery biologist, has developed a reputation as one of the most respected and trusted experts on responsible sourcing and food safety in the entire seafood industry. Logan oversees Santa Monica Seafood's Responsible Sourcing Development Program, a vendor-supported program which targets (i) educating and moving Santa Monica Seafood, its vendors and customers towards offering more or fully sustainable species, (ii) increasing community awareness on the issues of environmental responsibility, and (iii) being an agent of change to facilitate better practices at fisheries with which Santa Monica Seafood does business.

Dave Litle continues to oversee the largest contingent of highly trained, experienced seafood sales and customer service consultants of any major seafood distributor. Despite an uncooperative economy, Dave has aggressively added to his sales staff and, collectively, they continue to grow and expand the Company's customer list and revenue base. In addition to servicing accounts throughout Southern California, the greater Las Vegas area and Phoenix, Dave will be overseeing the 2010 rollout of Santa Monica Seafood's Chef Express program, a national wholesale FedEx distribution program.

Anthony Cigliano, President of Santa Monica Seafood, indicated, "Santa Monica Seafood is proud of the accomplishments Logan Kock and Dave Litle have made. Logan and Dave have helped make Santa Monica Seafood the benchmark for seafood quality, diversity and availability in the southwestern U.S. at reasonable prices, sourced from responsible fisheries. These promotions are well deserved and represent yet another chapter in our company's ongoing history."

**ABOUT SANTA MONICA SEAFOOD** – Santa Monica Seafood, as a family-owned and operated company for the past 70 years, is the largest specialty wholesale distributor of fresh and frozen seafood in the southwestern U.S. with its corporate offices and processing facility located in Rancho Dominguez, California. Santa Monica Seafood also has two retail stores – in Santa Monica, CA and Costa Mesa, CA – which specialize in seafood and seafood related products. For additional information on Santa Monica Seafood, contact Shannon Grady, Marketing Manager at (310) 886-7925.

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**Santa Monica Seafood Company**

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