



FOR IMMEDIATE RELEASE:

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SANTA MONICA SEAFOOD ANNOUNCES V.P. PROMOTION FOR PADDY GLENNON

Rancho Dominguez, CA, December 29, 2009 – Dave Litle, Santa Monica Seafood's Senior Vice President of Sales & Marketing, announced that Paddy Glennon has been promoted to Vice President of Sales. Paddy joined Santa Monica Seafood in May of 2006 as part of Santa Monica Seafood's acquisition of Fish Warehouse Corporation. According to Dave Litle, "Paddy has excelled in terms of maintaining his prior Fish Warehouse accounts, in recruiting new accounts and in maintaining one of Santa Monica Seafood's largest account portfolios. But, Paddy's contributions go far beyond just sales. Paddy is very actively involved with generating our 'Paddy's Market Watch' publication and in numerous prospecting, marketing, customer service and media events."

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.

END

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