



SEAWEB ANNOUNCES MELANIE SIGGS AS DIRECTOR OF ITS SEAFOOD CHOICES ALLIANCE PROGRAM

Mike Boots promoted to Vice President for Sustainable Markets

(London, UK - January 16) SeaWeb announced today that Melanie Siggs, currently UK Director of Seafood Choices Alliance, will be promoted and assume international leadership of its Seafood Choices Alliance program. Siggs is based in SeaWeb's London office and is the organization's first Director to be based outside of the United States. Mike Boots, the current Director of Seafood Choices Alliance, remains with SeaWeb and moves into the new position of Vice President for Sustainable Markets.

"I am honored to be assuming this role, with the benefit of a great team of people working for the program," said Siggs. "The global seafood industry now has many committed leaders demonstrating responsible procurement and production in action, yet there are still many complex challenges to face, exacerbated by the current economic slowdown. Seafood Choices Alliance will continue to work collaboratively with the seafood industry and the conservation community to creatively address these challenges, and to engage new stakeholders in the global dialogue."

Mike Boots has served as Director of Seafood Choices Alliance since May 2004. During this time, he has been instrumental in growing the program from a US-based initiative to its current activities across North America and Europe. His method and approach of working collaboratively and pragmatically across various stakeholder groups has been the foundation for much of Seafood Choices' progress. Dawn M. Martin, President of SeaWeb, has appointed Boots as Vice President for Sustainable Markets in an effort to increase SeaWeb's conservation gains in other ocean-related industries through best business practice and multi-stakeholder involvement.

"I am delighted that Melanie is taking over as Director," said Boots. "She has played an invaluable role in establishing Seafood Choices Alliance within the UK conservation community and seafood industry, while enlarging the program's scope and engagement overseas. I'm also very excited to take on the new position of Vice President for Sustainable Markets at SeaWeb. Some of the most far-reaching conservation gains for the ocean in recent years have been achieved through collaborative efforts with the seafood industry, and I look forward to expanding that work and exploring and implementing a similar model with different industries which also impact the ocean."

Boots' appointment comes at the close of an 18 month-long, third party, strategic review for SeaWeb. With offices in three countries, SeaWeb implements a diversity of innovative programs, of which Seafood Choices Alliance is the largest. The program's vision is of a global market where all stakeholders share responsibility, and collaborate, to seek solutions that can ensure all seafood is acquired responsibly, with minimal negative impact on the oceans, or on the ecosystems or communities that depend on them.

#####

SeaWeb, founded in 1996 to raise awareness of the growing threats to the ocean and its living resources, is a communications-based nonprofit organization that utilizes social marketing techniques to advance ocean conservation. By increasing public awareness, advancing science-based solutions and mobilizing decision-makers around ocean conservation, SeaWeb has brought together multiple, diverse and powerful voices for a healthy ocean. www.seaweb.org