

**Chicken of the Sea**  
**New Television Commercial**  
**Q&A**

**Q: Why did Chicken of the Sea try this new approach to its advertising?**

A: The new approach has proved successful with Chicken of the Sea's parent company, Thai Union Frozen Product PCL. In fact, the commercial won a gold Top Advertising Contest of Thailand Award (TACT Award) and a Best of 2001 Best Actor Director Award in Thailand. In addition, we know that advertising that gets attention gets remembered. This new ad is daring, but it reflects a feeling that many people can relate to having. The message we really want to communicate is that Chicken of the Sea — by offering low-fat, preservative-free, omega-3 rich seafood — is a solution for people with health or weight concerns.

**Q: Is Chicken of the Sea concerned about the self image people may have about their weight or appearance?**

A: With more than 61 percent of adults in the United States overweight or obese, according to the U.S. Department of Health and Human Services, we can't ignore the fact that weight is an issue for many people. The commercial acknowledges feelings people may have about their weight or appearance. In fact, the commercial offers a solution to the problem — Chicken of the Sea seafood.

**Q: Doesn't the commercial perpetuate the notion of "sex sells" and a negative portrayal of woman?**

A: We recognize the commercial may raise some eyebrows, but it was created to promote healthy eating and provide a weight control solution. It's a daring approach, but the reality is, many women are concerned about their weight. In fact, during Chicken of the Sea's 2005 What Woman Want Survey, more than 50 percent of survey respondents said they most wish they could improve upon their healthy eating habits/weight.

**Q: What is Chicken of the Sea doing to address growing health/weight concerns?**

A: Chicken of the Sea regularly provides health information to consumers via its Web site, where the seafood company recently added a Healthy Living Resources page. This section gives site visitors valuable tools to teach healthy eating habits and promote positive self image and healthy living. In addition, Chicken of the Sea is currently looking to partner with an organization with a shared vision of promoting healthy eating and living and a positive self image.

**Q: What does Chicken of the Sea want to achieve with this commercial?**

A: Chicken of the Sea is trying to break through the clutter of traditional advertising to raise awareness of health and how Chicken of the Sea seafood is a healthy eating choice.

**Q: Where will the commercial air?**

A: The television commercial will air on cable television networks and ABC and CBS.

**Q: What plans does Chicken of the Sea have for promoting the commercial?**

A: The Thai version of the commercial resonated with people and was widely circulated via e-mail. Chicken of the Sea is also planning a viral campaign for the current commercial in addition to airing it on television.

**Q: How much budget is Chicken of the Sea allocating to this campaign?**

A: Chicken of the Sea is putting substantial resources behind the commercial and its promotion. However, the amount of money spent on the campaign will not be disclosed.