



EMBARGOED UNTIL 11 AM, MAY 17, 2007

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Chilean Salmon Farming Comes Home to Roost in Norway

Norwegian multinational operations spotlighted in award-winning fish farming documentary

Oslo, Norway /Santiago, Chile: As part of the Pure Salmon Campaign's activities in Norway, the award-winning documentary "Ovas de Oro," produced by the Chilean filmmakers Manuel Gonzalez and Anahi Johansen from Kithano films, will be screened in Oslo, Norway on Monday, May 21.

This documentary received awards for the International Festival of Environmental Movies from Brazil-FICA 2006 - receiving the "Cora Carolina" award as best piece of the festival; the "Santiaguillo" award for best documentary of the International Festival of Movies from Valparaiso, Chile 2006; and the Valparaiso Cultural Council, as prominent film from Valparaíso-Chile in 2005. "Ovas de Oro" has also been submitted to film festivals in North America taking place during 2007.

"'Ovas de Oro' is a film inspired and oriented toward the behavior of the industrial salmon and fishing empire that are operating throughout the shores of Chile, principally dominated by multinational companies," said the film's producers, Manuel Gonzalez and Anahi Johansen. "This documentary intends to open the eyes and reveal the consequences of the day to day suffering of the workers of the salmon industry, artisanal fishers, costal communities, the cultural heritage and the environment; all because of the desire to convert Chile into the first producer of the world in fish and salmon industry, and because of the political interests which are hidden behind the wealth."

"This documentary is a must see since it exposes the detrimental impacts associated with the intensive salmon operations southern Chile," said Cristian Perez, Pure Salmon Campaign representative in Chile. "Consumers should be aware how Chilean farmed salmon is produced. It is also important that, through this documentary, Norwegian citizens can learn of the **poor industrial practices** of Norwegian-owned companies such as Cermaq whose largest shareholder is the Norwegian government. How much longer will Norwegian companies be permitted to export environmental pollution and labour problems to Chile?"

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“Ovas de Oro” will be shown at 12 noon on Monday, May 21 at Norges Naturvernforbund (Friends of the Earth Norway) at their office at Miljøhuset G9 i Grensen 9 B in Oslo.

The Pure Salmon Campaign is visiting Oslo from May 20-23 to meet with various Norwegian government officials and to attend Cermaq's Annual General Meeting in Oslo on May 22. The Pure Salmon Campaign filed a shareholder resolution and supporting statement in April 2007 that details various environmental impacts and labour/social impacts in Chile, Canada and Scotland. You can view the resolution at <http://www.puresalmon.org/norway.html>.

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About the Pure Salmon Campaign

The Pure Salmon Campaign is a global project of the National Environmental Trust. It has partners in the United States, Canada, Europe and Chile all working to improve the way salmon is produced.