



STATEMENT BY DANE SOMERS, EXECUTIVE DIRECTOR OF THE MAINE LOBSTER COUNCIL, REGARDING RECENT PARTICIPATION IN MAINE GUBERNATORIAL TRADE MISSION TO CANADA

November 25, 2008

"I was excited to join Governor Baldacci in Maine's trade mission to Toronto and Vancouver this past week. Meetings during the trip to Canada proved worthwhile and promising. As Maine's largest trading partner, Canada offers tremendous opportunities to strengthen existing relationships, and to develop new strategic partnerships beneficial to Maine's lobster industry as a whole.

Goals for the Maine Lobster Council during the trip were twofold. First, we want to increase opportunities and relationships for lobster products in the Canadian wholesale and retail markets – particularly in the areas of specialty products and higher value-add products. Toronto is not only Canada's largest city, and an important market in its own right, but a vital player in the larger North American commerce scene.

Second, we hope to develop strategic relationships in developing Asian markets, particularly China. This is where Vancouver comes into play. Since Vancouver is a primary North American gateway to Asia, our time there offered us the opportunity to introduce Maine lobster to important new markets in Hong Kong, Shanghai and Beijing.

The Maine Lobster Council appreciates the hard work of the Maine International Trade Center, which organized the trade mission and arranged meetings with U.S. government trade representatives. The people accompanying the Governor represented Maine's diverse businesses, and the increased trade between Maine and Canada is beneficial to both groups.

In these difficult and challenging times, it is extremely important to seek out every opportunity to enhance existing trade relationships, develop new higher value market segments, and to strive to open new markets for our valued products and services. This trade mission was very successful and will help to bring added value to the Maine lobster industry."

To schedule an interview with Dane Somers regarding the trade mission, email thom@frontburnerpr.com, or call (207) 699-5500.

About the Maine Lobster Council

The Maine Lobster Council (MLC) markets and promotes the sale of Maine Lobster in local, regional, national and world markets year-round. The Council encourages education and training of all customers — including wholesale, retail and foodservice, and end-consumers — about how to handle, prepare, serve, promote, and sell Maine Lobster. For additional information, visit www.lobsterfrommaine.com.

Photographs and additional media information are available for download at www.frontburnerpr.com/mlc.