



Trident Shows No Fear During Mercury Scare

As you may very well be aware, the rise in methyl mercury levels contained in fish has been a growing concern in the industry. To give our customers and the general public peace of mind, Trident Marketing, Inc. has undergone a preliminary round of rigorous methyl mercury testing on our own products this past month. Trident Marketing, Inc. is proud to report that it has received its first set of results from the mercury testing trials on our fish.



Photo by Yim Seong Mo

In 2004 the FDA and EPA issued a joint advisory warning pregnant women and small children to avoid eating seafood that contains a high level of methyl mercury. Another technical memorandum includes a guideline of how many meals of fish per month could be safely consumed according to its respective methyl mercury content (see attachment). In March of 2008, Trident Marketing Inc.'s tuna fell within the first two tiers of this chart, among the safest ranges possible.

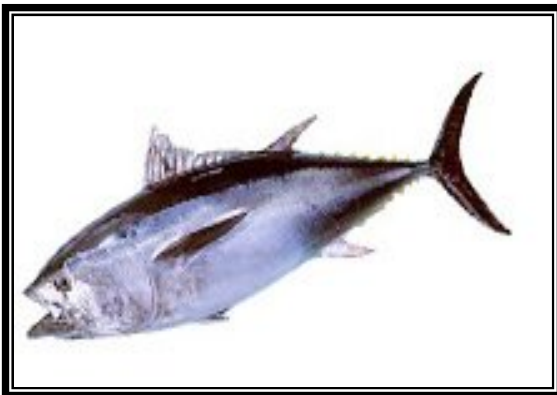


Image Courtesy of A-Marine Kindai Website

Although test results may vary with each batch of fish and each school of fish taken, in March 2008, there were 12 out of 19 randomly tested samples that showed a methyl mercury level of less than 0.01 parts per million (ppm). The average value for all samples tested for methyl mercury content was 0.0368 ppm, which is still relatively low determined by the

attached memorandum.

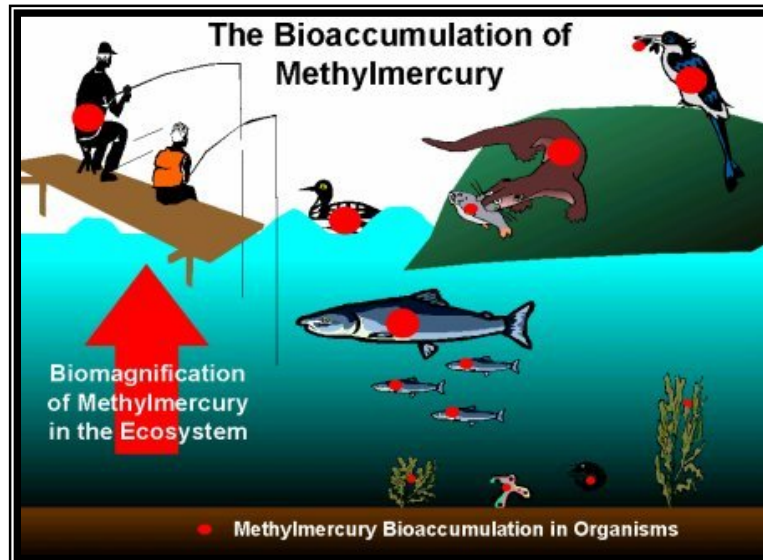
Our test results were obtained from an independent lab in Los Angeles at Michelson Laboratories, Inc. and we will make each individual test result available for your viewing leisure on our website as they become available.

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At Trident Marketing Inc. we feel that one batch of lab samples cannot withstand the test of time. We must do something to continuously fight the ongoing problem of mercury saturated tuna in the US market place. To give even more peace of mind to our clients we are initiating new protocols for the shipments that we receive.



Another landmark achievement for Trident Marketing Inc. is in the making as we pioneer a new methyl mercury testing protocol for every weekly shipment we receive. To our knowledge, we are the first US tuna importer to begin this program - we will randomly select one sample per week to be tested for methyl mercury and post the results on our website.

We have also decided to gather all of this data and contribute it towards a non-profit scientific organization. We hope that this information will be useful to them in figuring out the historical and future trends of mercury levels where the samples were obtained.

At Trident we feel that it is important to be able to track down any fish that we sell to our clients. All of our tuna is bar-coded and tracked for maximum trace-ability. We know exactly which region of the world each of our fish comes from, the date it was shipped, right down to the individual vessel that pulled it out of the water. We feel it to be necessary that we operate under such high standards of quality control - for our customer's satisfaction as well as our own.

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Trident Marketing Inc.
Cleaner Waters, Healthier Fish, Safer Seafood

Spring 2008 Newsletter



About 80% of our tuna comes from the Marshall Islands and about 20% comes from Pohnpei. Our tuna habitats are located in parts of the world where there are low concentrations of civilization; a lower concentration of civilization means fewer pollutants intoxicating the environment. No fish is risk-free and no environment is pollutant-free. However, this allows for a much cleaner marine habitat in which to procure fish.

The FDA website has data gathered over several decades cataloguing mercury levels in fish that were obtained from the Gulf of Mexico from as early as the 1970's up to 2001. We believe that due to the passage of time, one could say that such data is out of date. Nonetheless, those figures are quite startling. We believe that due to the growth in population in the areas lying on the Gulf of Mexico and added industrialization, mercury levels would be higher if they were tested again in 2008.

It would be impossible for any company to guarantee 100% mercury-free tuna, and in an ideal world this is what should be offered to consumers. Trident Marketing Inc. understands this, and though mercury-free tuna is virtually unattainable as a commodity we are trying to give the consuming public as much peace of mind as we reasonably can. It is our aim to set a new standard in food safety labeling for imported fresh fish and to provide our clients with the best quality that we can obtain!

Sincerely Yours,



Trident Marketing Inc.

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Appendix and References
Attachment

Table 4-3. Monthly Fish Consumption Limits for Noncarcinogenic Health Endpoint - Methylmercury

Risk Based Consumption Limit^a	Noncancer Health Endpoints^b
Fish Meals/Month	Fish Tissue Concentrations (ppm, wet weight)
Unrestricted (>16)	0 - 0.029
16	>0.029 - 0.059
12	>0.059 - 0.078
8	>0.078 - 0.12
4	>0.12 - 0.23
3	>0.23 - 0.31
2	>0.31 - 0.47
1	>0.47 - 0.94
0.5	>0.94 - 1.9
None (<0.5)	>1.9

^a The assumed meal size is 8 oz (0.227 kg). The ranges of chemical concentrations presented are conservative, e.g., the 12-meal-per-month levels represent the concentrations associated with 12 to 15.9 meals.

^b Chronic, systemic effects.

Notes:

1. Consumption limits are based on an adult body weight of 70 kg and an interim RfD of 1×10^{-4} mg/kg-d.
2. None = No consumption recommended.
3. In cases where >16 meals per month are consumed, refer to Equations 3-1 and 3-2, Section 3.2.1.2, for methods to determine safe consumption limits.
4. The detection limit for methylmercury is 1×10^{-3} mg/kg.
5. Instructions for modifying the variables in this table are found in Section 3.3.
6. Monthly limits are based on the total dose allowable over a 1-month period (based on the RfD). When the monthly limit is consumed in less than 1 month (e.g., in a few large meals), the daily dose may exceed the RfD (see Section 2.3).

US EPA, 2000. Guidance for Assessing Chemical Contaminant Data for Use in Fish Advisories, Volume 2: Risk Assessment and Fish Consumption Limits, Third Edition, Office of Water, November 2000, EPA-823-B-00-008.

What You Need To Know About Mercury in Fish And Shellfish

<http://www.epa.gov/waterscience/fish/advice/index.html>

Mercury Levels in Fish And Commercial Shellfish

<http://www.cfsan.fda.gov/~frf/sea-mehg.html> last updated Feb. 2006.

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