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Premium Seafoods Group Launches New Website and Logo

Local Cape Breton Seafood company launches new website and introduces new logo

Arichat, NS, June 6, 2011 – Premium Seafoods Group (PSG) today launched its new website, including the official announcement of its name change and logo. The new name and logo along with the website are aimed at renewing the Group's image; making it easier for its customers to better understand who PSG is and the premium seafood it has to offer.

The Premium Seafoods Group started with one company (Premium Seafoods Ltd) over 25 years ago and now has expanded to five companies. "We have come a long way in the last 25 years. We felt it necessary to make sure our image properly reflected who we have become," said Edgar Samson, President and CEO. The name of the Group has changed slightly from Premium Group to Premium Seafoods Group. "Although we have five companies in the Group, Premium Seafoods is where it all began and is what we as a group of companies commit to providing our customers."

About PSG

The Premium Seafoods Group is an integrated seafood company specializing in fresh and frozen seafood. Located on Isle Madame, Cape Breton Island it operates three facilities employing over 200 people, buying, brokering and or processing over 15 million pounds of lobster, snow crab, shrimp, ocean perch, haddock and cod each year.

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