



Press Release 03/11/11

Double recognition of SELONDA S.A. by the ICAP Group: True Leader and among the Strongest Companies in Greece

SELONDA S.A. is among the 51 companies and corporate groups recognized as True Leaders in Greece because it meets certain objective and measurable criteria, while showing positive results and progress in 2010, according to the ICAP Group.

According to ICAP's standards for inclusion in the True Leaders of Greece ranking, out of a total of 27.000 companies in Greece only 25 companies and 26 corporate groups succeeded in achieving the distinction, meeting all of the following criteria:

1. One of the 500 most profitable companies or 200 most profitable corporate groups in 2010, based on the achieved EBITDA.
2. Among the 500 companies or 200 corporate groups with the largest number of employees, combined with an increase in personnel from 2009 to 2010.
3. One of the top 10 companies in its industry based on total turnover.
4. High credit rating ranging from BB to AA.

In addition, the ICAP Group has included SELONDA S.A. in the "Strongest Companies in Greece" based on the ICAP Rating Score. This acknowledgement facilitates each company's business transactions in Greece and abroad by certifying that it is among the companies with a very low credit risk.

The "Strongest Companies in Greece" is a community of enterprises that are ranked with the highest Rating Score of the ICAP Group. ICAP is recognized by the Bank of Greece as an External Credit Assessment Institution and by the European Central Bank as an Accepted Rating Tool Source. Only one in ten companies in Greece meets the required criteria to be included in the community of Strongest Companies.

Mr. John Stephanis, CEO of SELONDA S.A., stated that "the double recognition of SELONDA is not only a success for our company, but it also comes at a crucial time for our country's economy and its increased focus on exports. This success is especially encouraging for our entire sector, given that the bass and bream farming industry has made Greece the global leader in production of Mediterranean species,

accounting for approximately 45% of total production and consumption worldwide. The bass and bream sector is one of Greece’s most dynamic export industries with a positive long-term outlook, as demand is estimated to increase by 50 to 100% until 2020, which was clearly indicated in the recent study “Greece 10 Years Ahead” conducted for the Federation of Greek Mariculturers by the consulting firm Mckinsey & Company. Given the long-term, global increase in demand, SELONDA continues to improve its production costs, to invest in the expansion of its facilities and fish farms, while also developing the production of new species in order to capture an even larger share of the global markets”.



2010 **True Leaders**
by ICAP Group