



ASX ANNOUNCEMENT

5 DECEMBER 2005

BOARD APPOINTMENT

Key Appointment Bolsters Strategy

Marine Produce Australia Limited (ASX : MPA) is pleased to announce that Mr Peter Fraser will join its Board as an Executive Director and act as General Manager of Operations effective as of 5 December 2005.

Mr Fraser has a wealth of market insight as well as extensive knowledge of international seafood distribution gained over many years in the industry.

Mr Fraser was previously the General Manager and a Director of Lobster Australia and was pivotal in the development of that company into one of Australia's largest seafood exporters.

He is currently the Vice-Chairman of the Western Australian Fishing Industry Council, a member of the National Food Industry Council and an inaugural Director of the Australian Seafood Promotion Council.

MPA Managing Director, Mr John Hutton said, "Securing Peter is a coup for MPA. He has an extensive international network of contacts and brings with him over 15 years experience in global seafood sales, product development, marketing and management. He will be involved in developing strategic direction as an Executive Director and as General Manager will focus on the day to day management of the business operations of MPA by directing operational, marketing and administrative activities"

MPA also announce Mr Ashley Zimpel will take on the role of Non-executive Chairman of MPA. Commenting on the move, Mr Hutton said, "This adjustment will provide a balance between executive and non-executive positions at Board level. Ashley will continue to provide valuable strategic input. This, combined with his extensive domestic and international capital market networks, will serve MPA well."

Mr Hutton said, "With MPA now in production, having trial harvested "Cone Bay Barramundi" in July 2005 and being only weeks away from a trial harvest of "Aussie Prawns" Black Tiger Prawns, Mr Fraser's seafood business experience will be invaluable. These milestone events will contribute to the development of a comprehensive long term marketing plan for MPA's aquaculture products."

"Peter will play an essential role in the establishment of MPA's brands in the key export markets of Europe, USA and Asia as we progress our long term growth and development strategy to become a major Australian premium seafood producer."

Released by

**JOHN HUTTON
MANAGING DIRECTOR
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