

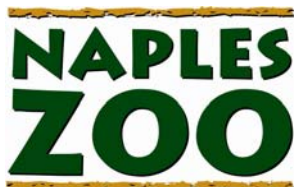
Since 1999, the aquarium's Seafood Watch program has released consumer pocket guides that help consumers choose seafood that is caught or farmed in sustainable ways. It has distributed more than 8 million pocket guides nationwide, including five regional guides, one national guide, and two pocket guides in Spanish (a West Coast regional guide and a national guide).

Seafood Watch collaborates with more than 100 partners nationwide to distribute pocket guides and promote sustainable seafood. Naples Zoo is a full partner in the aquarium's Seafood Watch program. Guests can pick up a free pocket guide in the Zoo's gift shop and at locations throughout the Zoo. Zoo admission is not required to pick up a Seafood Watch pocket guide. "The good news in this study is that the future world of our children and grandchildren can be impacted simply by what we choose to eat today," explains Tim Tetzlaff, Naples Zoo's Director of Conservation. "From a recent national study, we know zoo and aquarium visitors are more aware of environmental issues than the average American. They're ready to know what they can do. We distribute thousands of these guides each year to people who want to be part of the solution. Now we know just how imminent a need for that solution is." (As a reminder, Collier County residents can visit the Zoo for free this Saturday, November 4 when arriving prior to 11 a.m. with proof of residency.)

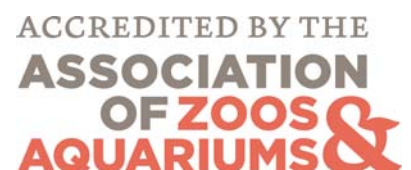
In addition to partners like Naples Zoo, Monterey Bay Aquarium works with major seafood buyers to help shift their purchases to sustainable seafood items. In just the last year, companies including retailing giant Wal-Mart and Compass Group North America, the largest food service company in the western hemisphere, have announced plans to buy only seafood from sustainable sources.

The aquarium's Seafood Watch program includes a team of fisheries researchers who evaluate the most popular seafood items on the market and make consumer recommendations that each item is either a "Best Choice," "Good Alternative" or a species to "Avoid" based on whether it is caught or farmed in a sustainable manner. The researchers evaluate each species on criteria that include: the level of bycatch observed (other fish and wildlife caught and killed accidentally while fishing for one species); other impacts from fishing methods (including damage to habitat needed by other ocean wildlife); and, for farmed species, the farming methods, and how well the fishery or aquaculture operation is managed.

"We now have a clear indication of what will likely happen if we fail to act," said George Leonard, senior science manager for Seafood Watch. "By using our Seafood Watch pocket guides, consumers and



www.napleszoo.com
(239) 262-5409 ext 122



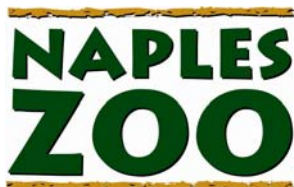
businesses can make choices based on the best available information and support environmentally friendly fisheries and aquaculture operations.” “We still have time to forestall the demise of wild-caught seafood,” said Sutton. “But only if we all make better choices and give preference to seafood caught in a manner that doesn’t destroy the marine ecosystems on which healthy oceans depend.”

More information about Seafood Watch, printable pocket guides, and other simple conservation ideas are available at www.napleszoo.com/conserves and at www.seafoodwatch.org. The full press release about the *Science* study to be published in the November 3 issue can be found online at www.eurekalert.org/marinescience/.

Naples Zoo is a 501(c)(3) charitable organization located at 1590 Goodlette-Frank Road across from the Coastland Center mall in the heart of Naples. In addition to innovative presentations like *Serpents: Fangs & Fiction* and *Planet Predator*, the Zoo offers a historic botanical garden and many rare animals. Guests board the Primate Expedition Cruise to glide by islands inhabited by monkeys, lemurs, and apes living in natural habitats. Admission includes all shows and the boat ride (\$15.95 adults age 13+ / \$9.95 children 3 to 12, under 3 free. Children under the age of 16 must be accompanied by an adult at least 18 years of age). Visitors can also pick up a healthy lunch and snacks at the SUBWAY® Cafe and shop for wild gifts at tame prices in The ZOO Gift Shop. The Zoo welcomes guests daily from 9:30 to 5:30 with the last ticket sold at 4:30. To learn more, click www.napleszoo.com or call (239) 262-5409.

Print Quality Image of the Southeast Seafood Watch card available for immediate download at www.napleszoo.com/press

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