



ALASKA SEAFOOD EXCHANGE

Online Newsletter

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BREAKING NEWS: ALASKASE.COM OPENS LIVE TRANSACTION BETA TEST

CORDOVA, AK - 10 JUN 2005: Coinciding with Friday's opener for Bristol Bay salmon, the Alaska Seafood Exchange announced the activation of their website, <http://www.alaskase.com>, for live transaction processing today. Buyers can now log in to the website and place orders for a limited number of Alaskan seafood products, including the highly sought-after sockeye salmon from the Copper River and Bristol Bay, from a select group of sellers that have activated their seller accounts for this beta test period. The recently enabled transaction processing portion of the site is capable of handling orders using any major credit card, and relies on 128-bit encryption to help ensure security throughout the ordering and delivery process. AlaskaSE's Vice President of Operations, Randy Harlow, expressed satisfaction with the effort to date, noting that "A lot of hard work went into this beta launch, and we're excited to get the site's transaction processing up and running. We're not going to get complacent, though. The next several weeks will see major upgrades as buyers and sellers alike get acclimated to using the website and as the concept of AlaskaSE as a one-stop resource for selling, purchasing, and learning about Alaskan Seafood starts to sink in." Visit <http://www.alaskase.com> today for your opportunity to acquire fresh Copper River sockeye or to find your favorite seafood, all through the convenience of the Internet's best Alaskan seafood resource, the Alaska Seafood Exchange.

DEVELOPMENT NOTES

Site development has focused on the transaction mechanism almost exclusively over the past few weeks, successfully striving to open the site to live Internet sales (see the "Breaking News" article above). The development team has also been hard at work adding site content and functionality, augmenting the seller application process with the introduction of a new seller application form instruction sheet and continuing to augment the inventory tracking system for sellers. This new and powerful functionality is a key reason why AlaskaSE.com will dominate the Web, providing robust tracking and reporting features from the convenience of an online marketplace. The development team continues to add research content, enriching the AlaskaSE experience for buyers and sellers alike, letting all site users make more informed decisions about their purchases and sales of Alaskan seafood. Visit the site's research pages for new ways to learn about each seller's commitment to quality or to find detail about the product forms available. Be sure to stay tuned as AlaskaSE continues its push to become the Internet's leading Alaskan seafood resource!

DID YOU MISS YOUR CHANCE

...for a free AlaskaSE T-shirt?

If you missed our promotion that distributed free T-shirts to those who filled out our online survey, don't worry! For the first month of live transactions, AlaskaSE will distribute free T-shirts to users that complete a feedback form for their first successful online transaction, buyer or seller alike. It's our way of saying "Thank You" for using the new online transaction features of AlaskaSE.

UPCOMING SEASONS/OPENERS

Salmon

- Anita Bay - June 9 - June 11
- Bristol Bay, Ugashik District - June 1 - June 16
- Chignik Bay - June 9 - June 11
- Copper River - June 9 - June 10
- Earl West Cove - June 15 - November 10
- Kodiak - June 9 - June 10
- Nakat Inlet - June 10 - June 11
- Neets Bay - June 10 - June 11
- Southeast Districts 2, 11 - June 19 - June 22
- Southeast Districts 6, 8, 11B - June 12 - June 15
- Yakutat - June 12 - June 14