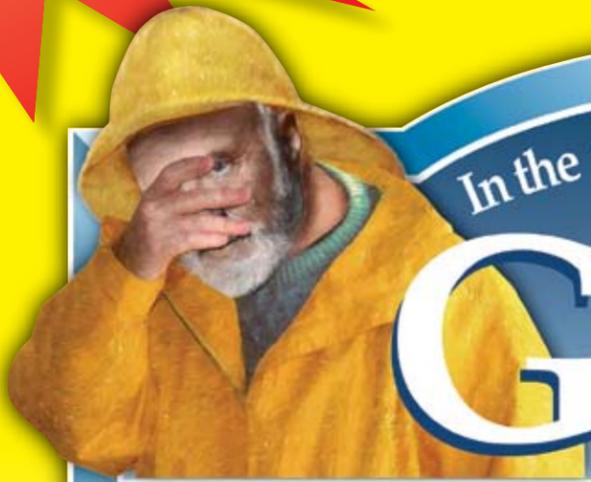


NEW!

WHALE HUNT TO INCLUDE ENDANGERED SPECIES!



In the whale killing business since 2001

GORTON'S

For over 150 years, you could "trust the Gorton's fisherman" — but not anymore!



Gorton's of Gloucester in the whaling business since 2001.

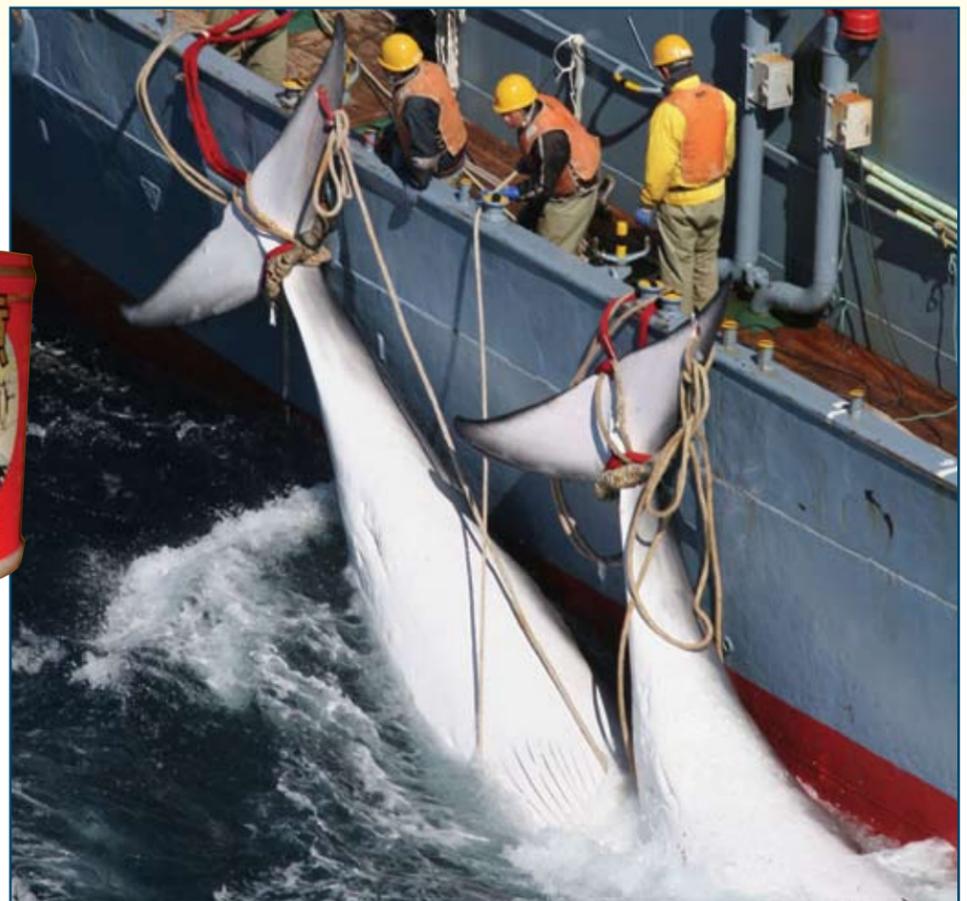
Despite its all-American family business image, Gorton's of Gloucester is actually a division of a Japanese seafood company, Nippon Suisan (Nissui). Nissui has a long history in whaling and currently owns one third of the Japanese whaling fleet.

2,700 Whales Killed Since 2001. Since Nissui purchased Gorton's in 2001, more than 2,700 whales have been killed under the guise of "scientific" whaling. International experts have condemned "scientific" whaling as obsolete and the International Whaling Commission has repeatedly called on Japan to end its whaling operations. "Scientific" whaling is simply commercial whaling in disguise.

Whaling is Bad Business. Gorton's is the best-selling frozen seafood brand in the U.S. and critical to Nissui's success in North America. Gorton's has a responsibility to its customers and American public opinion, which is overwhelmingly in support of protecting whales. Gorton's and Nissui must end the whale slaughter once and for all.



Over \$50 million worth of whale meat is sent to the Japanese marketplace every year, despite a steady decline in consumer demand. This whale meat is a product of the Japanese government's "scientific" whaling program that has outraged citizens, scientists and governments worldwide. The Japanese whaling fleet intends to double its kill this year to nearly 1000 whales, including endangered fin whales.



Save the Whales, Defend Our Oceans

Take Action: www.greenpeaceusa.org/gortons **GREENPEACE**

SAVE the WHALES!

This winter, nearly 1000 whales are being slaughtered in the Southern Ocean Whale Sanctuary by the Japanese whaling fleet. The Japanese government continues its whale hunt by taking advantage of a loophole in the International Whaling Commission's (IWC) whaling moratorium that allows "scientific" whaling. The IWC has repeatedly called on Japan to end its whaling operations and international experts have condemned lethal "scientific" whaling as obsolete. Even Japanese consumers are increasingly rejecting whale meat and growing more concerned about the whale hunt's impact on their global reputation. In fact, consumer demand for whale meat has dropped so much that whale meat is now being sold in Japan as pet food.

Japan's whaling program is not just a government operation, it is big business. The whaling fleet is owned by three major shareholders, one of which is Nippon Suisan (Nissui), an international seafood conglomerate with a long history in whaling. Nissui is responsible for killing over 175,000 whales since the 1930's.

In 2001, Nissui purchased Gorton's of Gloucester, the best selling frozen seafood brand in the U.S. With annual sales around \$200 million, Gorton's is Nissui's most profitable foreign subsidiary and critical to its success in North America. Gorton's is aware of its parent company's involvement in whaling, but so far Gorton's executives have abdicated responsibility for ending the whale hunt.

Americans are not going to support a company with ties to whale killing. If Nissui is serious about succeeding in the United States, they are going to have to listen to public opinion, which clearly opposes whaling. Gorton's must make it clear to Nissui what is at stake: Nissui can continue to participate in the dead end business of whaling, and consequently lose the support of American consumers, or Nissui can put an end to the bloody business of whaling once and for all.

What You Can Do:

- Write to Gorton's of Gloucester, attention Steve Warhover, and demand that Gorton's take action to save the whales. You can also call Gorton's at (978) 283-3000.

Steve Warhover, President and CEO
Gorton's of Gloucester
128 Rogers Street
Gloucester, MA 01930
Info@gortons.com

- Write to your local grocer and ask that they take Gorton's of Gloucester products off of their shelves.
- Write a letter to the editor or short opinion piece for your local paper.
- Circulate information about this campaign to family and friends.
- Learn more. Go to www.greenpeaceusa.org/gortons and view the materials in the Greenpeace Whale Activist Kit, including video footage of the whale hunt, sample letters, postcards and more.