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**Alaska Seafood Marketing Institute Announces Smartphone Application Launch**

**JUNEAU, Alaska,** **May 1, 2011**- In an effort to increase the sustainability awareness of Alaskan fisheries, The Alaska Seafood Marketing Institute announced today they will be launching a smartphone application, ASMI SEAFOOD-EAT IT, available for iPhone, iPod touch and Android users.

ASMI, a public-private partnership between the state of Alaska and the Alaskan Seafood Industry, hopes the application will provide users with information about the benefits of Alaskan seafood. ASMI Director of Communications, Tyson Fick, announced the application's launch this morning.

“We are very excited to continue integrating our marketing efforts with the technology that our consumers are using daily," said Fick. "Our hope is that this application can be used to better inform consumers about everything Alaskan seafood has to offer, from the source to the shelf in your refrigerator."

The application, which will be free to download on iPhone and Android platforms will provide user with the following services:

* Interactive maps outlining specie habitats, fisheries and seasons.
* Specie nutritional information including calories, protein fat and Omega-3 content.
* Sustainability information including some Alaska Department of Fish & Game regulations for managing fisheries and minimizing by-catch.
* Recipes and cooking techniques, including a guide to cooking seafood frozen.
* Information for local restaurants and retailers that carry Alaskan brand seafood.

The ASMI SEAFOOD-EAT IT application is currently available for iPhone, iPod touch and Android users and is free for anyone to download. Information collected from using the app remains with the user and is not collected or used by ASMI.

This app is one of many online resources ASMI makes available to people interested in the benefits of Alaskan seafood. Learn more at http:www.alaskaseafood.org/

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