



Good Harbor Fillet Co., LLC.

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## FOR IMMEDIATE RELEASE

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### *Good Harbor Fillet Names Single Source Marketing Agency of Record*

**Gloucester, MA, July 19, 2006** - Good Harbor Fillet announced today that it has hired Single Source Marketing to take over advertising, marketing, and branding duties associated with Good Harbor Fillet's new business and product development initiatives.

The agency's responsibilities include consulting, strategic sales planning, brand development, creative, sales collaterals, media planning and placement.

"This is an important and exciting time for Good Harbor Fillet. Single Source Marketing will have a key role in helping us achieve our corporate goals. We are excited to be working with them," said Bill Stride, President of Good Harbor Fillet.

"Good Harbor Fillet is clearly the most innovative company in its industry. We are thrilled to have the opportunity to assist in their growth and success," said Rick Alpern, President of Single Source Marketing.

#### **About Good Harbor Fillet**

Good Harbor Fillet specializes in providing top quality branded or private label frozen fish products through the manufacturing and distribution of a complete line of made-to-order, processed seafood products, as well as a variety of innovative specialty items. The company has recently moved into their new processing plant giving them the most modern facility in the industry. This 21-year-old company is headquartered in Gloucester, Massachusetts.

#### **About Single Source Marketing**

Single Source is a full service marketing, advertising and promotions agency located on the North Shore in Danvers, Massachusetts. Single Source's clients include Dunkin' Donuts, The Lowell Five Cent Savings Bank, American Baby Faire and other businesses in a wide variety of industries. For more information about Single Source, visit: [www.singlesourcepromo.com](http://www.singlesourcepromo.com) or call 800-979-9238.