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THE TRŪ® SHRIMP COMPANY HAS RECEIVED THE “SOLAR IMPULSE EFFICIENT SOLUTION” LABEL, REWARDING PROFITABLE SOLUTIONS TO PROTECT THE ENVIRONMENT

BALATON, MN – The trū Shrimp Company, a Minnesota-based shrimp producer, was attributed the “SolarImpulse Efficient Solution” Label following an assessment performed by external independent experts and based on verified standards. It is thereby joining the #1000solutions challenge, an initiative by the Solar Impulse Foundation to select solutions that meet high standards in profitability and sustainability and present them to decision-makers to fast-track their implementation.

Located in Balaton, MN, trū Shrimp is the first company to test and validate a true commercial-scale, shallow-water indoor shrimp farming technology in the United States. trū Shrimp developed and employs patented, land-based shrimp aquaculture technology to produce superior-quality shrimp that are traceable, sustainable, and antibiotic-free. By combining disruptive aquaculture technologies with operational expertise, trū Shrimp is capitalizing on shifting market paradigms to disrupt the U.S. shrimp market. Collectively referred to as Tidal Basin™ technology, trū Shrimp deploys patents that far exceed the performance of traditional RAS technology to create the most stable and efficient shrimp growing environment in the world. trū Shrimp will utilize its technological capabilities and overall business model to produce the highest quality, most sustainable shrimp in the world.

Michael Ziebell, President and CEO of trū Shrimp, comments, “We would like to thank the Solar Impulse Foundation for awarding our trū Shrimp technology its 'Efficient Solutions' Label. We are honored to be recognized by such a prestigious organization, one with global reach. We couldn't be prouder that our work, which has always been focused on producing shrimp in the most sustainable way, now joins the ranks of others with similar goals from all around the world.”

To receive the “Solar Impulse Efficient Solution” Label, trū Shrimp was thoroughly assessed by a pool of independent experts according to 5 criteria covering the three main topics of Feasibility, Environmental and Profitability. All labelled solutions are part of the #1000solutions portfolio that will be presented to decision-makers in business and government by Bertrand Piccard, Chairman of the Solar Impulse Foundation. The aim of this initiative is to encourage the adoption of more ambitious environmental targets and fast-track the implementation of these solutions on a large scale.

About the “Solar Impulse Efficient Solution” Label

One of the first labels for positive impact businesses bringing together protection of the environment and financial viability, the “Solar Impulse Efficient Solution” Label is attributed following an assessment performed by external independent experts. In collaboration with renowned institutions, solutions applying for the label must go through a neutral methodology based on verified standards. This label serves as an award for clean and profitable solutions.

About the Solar Impulse Foundation

The Solar Impulse Foundation is dedicated to accelerating the implementation of clean and profitable solutions. Moreover, the Foundation is helping decision-makers in businesses and governments to achieve their environmental targets and adopt more ambitious energy policies, which are necessary to pull these solutions to market. A way to carry the success of the first solar-powered flight around the world further.

About trū[®] Shrimp

trū Shrimp is focused on sustaining a growing global population of healthy, clean shrimp. They believe it is their social responsibility to exceed food safety standards, while limiting their environmental impact.

trū Shrimp is the solution consumers have long desired. Using patented technology created by Texas A&M University, they've developed a breakthrough approach to raising shrimp in the healthiest, safest and most efficient way possible.

Their approach provides a consistent and traceable supply of shrimp to sustain the world's growing demand. Shrimp also benefit from trū Shrimp's advanced technology that recreates a natural environment, resulting in minimal stress. Their pioneering technology creates an efficient, predictable and sustainable source of shrimp, as well as a steady supply of medical-grade chitosan, with unprecedented purity, a valuable byproduct of the shrimp.

They are committed to creating sustainable approaches for the world. When designing trū Shrimp, processes were optimized to minimize the impact on the environment. Through advanced water management technology and recycling methods, trū Shrimp is reducing water usage, waste byproducts and their carbon footprint at every turn. Learn more at www.trushrimpcompany.com