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GloFish™ Fluorescent Zebra Fish Now Available In Most U.S. Markets

Unprecedented Consumer Demand Drives Pre-market Sales

Austin, Texas, January 5, 2004 –Yorktown Technologies, L.P. announced today that the GloFish™ Fluorescent Red Zebra Danio is now available to virtually every market in the United States. Since their initial availability in limited markets beginning in early December, ornamental fish distributors and retail locations report unprecedented consumer demand. The suggested retail price is approximately \$5.00, but actual prices will vary.

When displayed properly, GloFish™ fluorescent fish add brilliant color to any freshwater aquarium. For daytime viewing, a traditional white aquarium light (such as a fluorescent or halogen light) is ideal. Since the fish absorb light and re-emit it, the fish's color will appear brighter and more vibrant as the amount of light is increased. White gravel can further enhance the fish's brilliance since the reflective white color will increase the overall amount of light in the tank. In the dark, a black light will create the appearance that the fish are glowing. However, using a black light during the daytime will not result in the fish demonstrating its true beauty.

“During our pre-market sales period, consumers have begun learning how to best enjoy this new ornamental fish,” said Alan Blake, CEO of Yorktown Technologies, L.P. “While people are fascinated by the beauty of the fish under a black light in a dark room, we are finding that many consumers actually prefer the vibrant red color of the fish under natural white light.”

For more information on how to display GloFish™ fluorescent fish for maximum enjoyment, please visit <http://www.glofish.com/display.asp>.

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In addition to national distributors 5-D Tropical and Segrest Farms, who indicate that the interest in GloFish™ fluorescent fish is unlike anything they have experienced in over forty years in the business, regional wholesalers also report unprecedented initial sales.

"The orders are coming in faster than we can fill them - we've never seen this kind of demand for a new release before," said Laura "Peach" Reid, with the Fish Mart in West Haven, Connecticut, which was one of the first wholesalers in the country to receive the fish.

Jeff Martin with Blue Springs Hatchery in Birmingham, Alabama agreed, noting that "The volume of reorders has really been accelerating, particularly from stores that have priced the fish near the suggested \$5.00 retail price, while also taking care to display the fish under a bright white light."

GloFish™ fluorescent fish will be available in every state except California, despite the assessment of their Department of Fish and Game that the fish are safe for the environment. Their conclusion of environmental safety mirrors the opinion of leading scientific experts, who reached a broad consensus that the fluorescent tropical fish cannot establish populations in the United States climate. The United States Food and Drug Administration also stated that there is no evidence that the fish "pose any more threat to the environment than their unmodified counterparts which have long been widely sold in the United States."

About GloFish™ Fluorescent Fish

GloFish™ fluorescent fish create an original and vibrant splash of color inside freshwater aquariums. They are born with their unique color and display these beautiful hues for life. Originally bred to help detect environmental pollutants in waterways, it was only recently that scientists realized the public's interest in sharing the benefits of this research. These fish make wonderful companions for new hobbyists and experienced enthusiasts alike. According to a broad spectrum of scientific experts and government regulatory agencies, GloFish™ fluorescent fish are safe for the environment. A portion of the proceeds from sales will go directly to the lab where these fish were created in order to further scientific research. For more information, visit www.glofish.com.

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