



*For More Information Contact:
Honey Konicoff, VP Marketing
443.263.1291, 888.234.CRAB
Date: March 4, 2009*

Phillips Seafood to Debut *Premium Catch*™ Crab Cakes on QVC®

BALTIMORE (May 15, 2009) – Phillips Seafood is scheduled to unveil its *Premium Catch* crab cakes on QVC **Sunday, May 24, at 12 PM (ET)**. Inspired by Founder Shirley Phillips' original recipe, these signature new crab cakes were created especially for QVC and feature all-lump crabmeat blended with a touch of mustard, Worcestershire and Eastern Shore spices.

Brice Phillips, Jr., grandson of founders Brice and Shirley Phillips, is scheduled to appear during the *In the Kitchen*™ broadcast to offer shoppers the *Premium Catch* package that includes 12 three-ounce crab cakes.

“As one of the most recognized names in seafood, Phillips’ *Premium Catch* crab cakes are a great addition to our family of food products,” said Ken O’Brien, director of merchandising for QVC. “The company’s unwavering commitment to excellence, combined with its unique recipes and innovative flavors, is sure to be a hit with our customers.”

Phillips’ *Premium Catch* crab cakes will be available starting May 24 through QVC at 1.800.345.1515 or QVC.com.

For more information, contact: Honey Konicoff at hkonicoff@phillipsfoods.com or 443-263-1200.

