

FOR IMMEDIATE RELEASE

Renewal2 Social Venture Fund Announces New Organic Sector Deals

VANCOUVER, BC - Canada, March 29, 2010 -- Renewal2, the Vancouver based social venture capital fund investing in sustainable businesses, announced today two new investments in the environmental and social change sectors: Blue Horizon, a leading supplier of sustainable seafood products and Rustic Crust, the largest producer of organic pizza products in the U.S.

"Renewal2's focus is to fund sectors with huge growth potential and fewer sources of capital which are critical to a sustainable economy, such as organic foods and products, green consumer products and green building," says Renewal2 President, Paul Richardson. "96% of all venture capital investments annually are directed to tech, bio tech and clean tech. The organic food and green products sectors enjoy a strong growth profile, but attract few professional investors."

"Blue Horizon and Rustic Crust already have successful track records" adds Renewal2's Paul Richardson. "Blue Horizon's revenues were up 88% from 2008 and Rustic Crust recently announced that they will be the exclusive licensee for American Flatbread, a well known organic pizza franchise. Organic foods are the largest growing market in the food industry, and these two investments mark our commitment to the expansion of this sector."

Renewal2 is one of only a handful of funds across North America that is focused on mission-based investing in sustainable businesses in the food, consumer and building products sectors. Their portfolio includes some of North America's leading sustainability brands such as Horizon Distributors, Western Canada's largest natural foods distributor, and Seventh Generation, North America's leading producer of recycled, non-toxic and eco-friendly household cleaning supplies. "These initial investments are well run, poised for long term growth and will generate tremendous environmental and social returns," said Renewal2 Chairman, Joel Solomon.

The Renewal2 fund currently has over \$20 million committed and over 40 investors from Canada, the U.S. and Europe including six charitable foundations, one of the only social venture funds in Canada that includes this number of foundations participating. The final close of the fund, which is the last opportunity to invest, will take place on May 31, 2010. "Renewal2 was one of a select group of funds to close rounds of financing in the first half of 2009, a difficult year in the financial markets," says Renewal2 President Paul Richardson. "Our final close will allow us to raise more much needed capital for our sectors and to strengthen our ability to support our portfolio companies and at a value that should be rewarding to Renewal2 investors."

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About Renewal2

Based in Vancouver, BC, Renewal2 is a social venture fund that builds upon 15 years' experience in successful high-impact investing. Renewal2 is dedicated to delivering superior financial returns by investing in some of North America's leading environmental and social mission businesses. Renewal2 focuses on underfunded sectors that are critical to a sustainable economy. Renewal2 Investment Fund is a Limited Partnership Fund and all investors must qualify as accredited investors. www.renewal2.ca

About Blue Horizon

Based in Aptos, CA, Blue Horizon Organic Seafood Company is a leading supplier of farmed frozen seafood products and works under the premise that every consumer has the right to clean, safe, responsibly sourced seafood. The company only partners with sustainable seafood farms and fisheries which strictly comply with conservation policies and help provide a model that includes using no growth hormones, antibiotics, or artificial colorings. www.bluehorizonseafood.com

About Rustic Crust

Based in Pittsfield, NH, Rustic Crust is a New Hampshire based bakery specializing in all-natural and organic Old World crusts and flatbread pizzas that are as convenient as they are delicious.. Rustic Crust is committed to using the highest quality, all-natural ingredients such as whole grains and fresh produce. No artificial preservatives, trans fat acids, hydrogenated oils, GMOs, or added sugar. www.rusticcrust.com

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