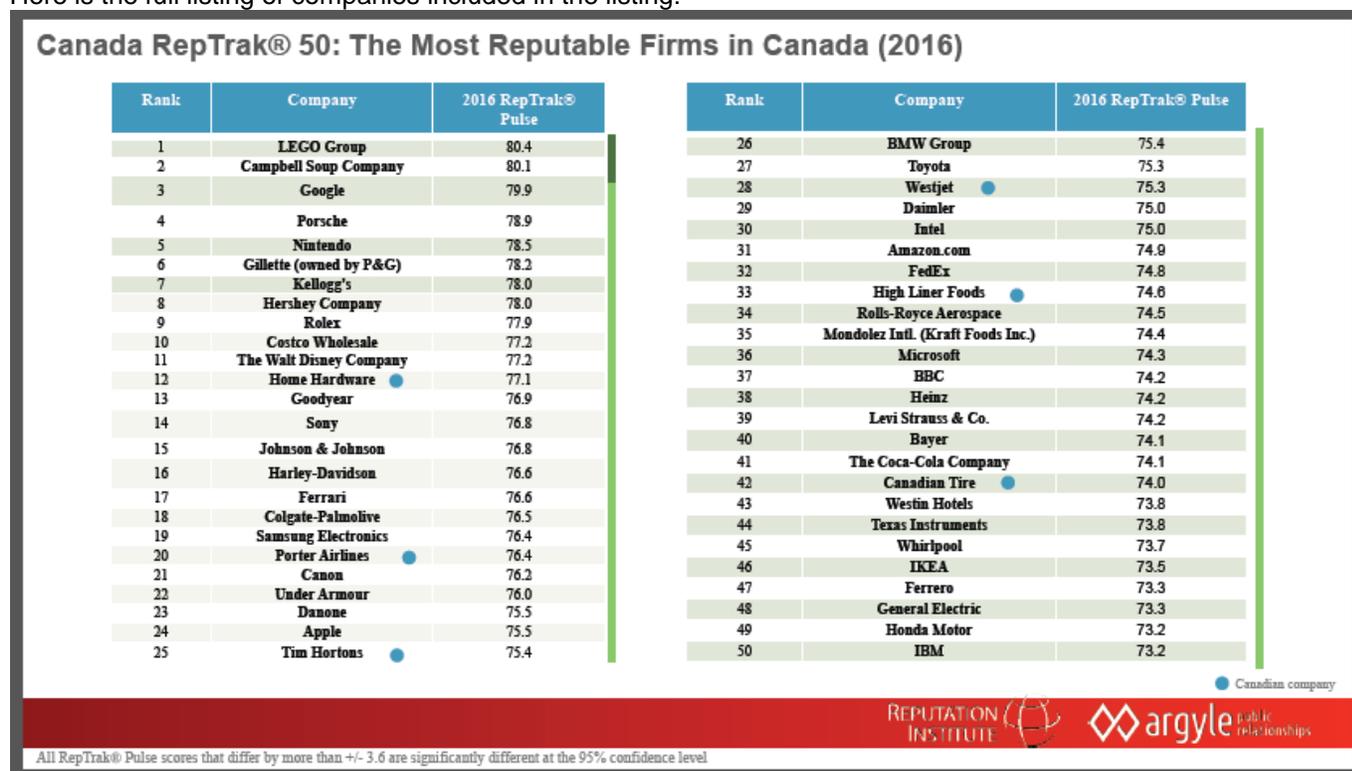


High Liner Foods – One of the Top 50 Most Reputable Companies in Canada

We are incredibly proud to share that High Liner Foods has been identified as one of the top 50 most highly regarded companies in Canada. Yesterday, The Reputation Institute released the “2016 Canada RepTrak® 50”, a study of the most highly regarded companies in Canada, including both International and home grown organizations. High Liner ranked 33rd and was one of only six Canadian companies to be included in the top 50. The rankings are based on over 40,000 ratings collected from Canadians in the first quarter of 2016.

“Our single most valuable asset at High Liner Foods is our reputation, which has been earned from being in business for more than 115 years and from doing the right things,” commented Keith Decker, President & CEO. “As employees of High Liner Foods, we should all take pride in being named to this list and for being included amongst the ranks of some of the most iconic and successful companies in North America. This recognition is a direct reflection of the excellent job we, as a Company, are doing in earning the trust and respect of our Canadian customers, suppliers, regulators and other stakeholders.”

Here is the full listing of companies included in the listing:



In addition to the overall ratings from Canadians with stated familiarity with each company, the following seven key dimensions of reputation were examined:

1. Products and services
2. Innovation
3. Workplace
4. Governance
5. Citizenship
6. Leadership
7. Performance

When measuring reputation, products and services account for 40% of a company's score, but dimensions pertaining to corporate social responsibility, such as governance, citizenship and workplace account for 60%.

The Reputation Institute is the world's premier authority on reputation measurement. With their RepTrak® methodology, the Reputation Institute has studied thousands of companies over 11 years, and each year refines that to the top most reputable companies in regions around the world.

The news release regarding this report is available on the [CNW website](#) and you can download the full "2016 Canada RepTrack® 50" report from the [Reputation Institute website](#).