

**Massachusetts Startup D&H Labs, Inc.  
Launches High Quality Fish Oil Product “MassOMEGA”**

CHATHAM, CAPE COD, MA -- March 10, 2017 -- D&H Labs, Inc. announced today the introduction of “MassOMEGA”, a high quality fish oil dietary supplement. The company’s extensive research determined that the liver from the Winter Skate, a locally caught fish species, contains an exceptional omega-3 fatty acid profile and it developed MassOMEGA using purified Winter Skate liver oil.

MassOMEGA contains Omega-3-6-7-9 which are essential nutrients for good human health. Notably, MassOMEGA has higher levels of total Omega-3 and DHA (docosahexaenoic acid) than natural cod liver oil and salmon fish oil. One serving of MassOMEGA provides 675 mg of total Omega-3, including 440 mg of DHA, 130 mg EPA (eicosapentaenoic acid) and 105 mg of other Omega-3s.

“We are excited about our research results and to apply food science technology to the local Winter Skate fishery.”, said Stephen G. Daly of D&H Labs. “We selected the Chatham fish pier for the location of this product announcement because this is where our journey began, and because we received valuable support directly from the Chatham fishermen. Bill and I are here to thank these captains, and the captains and crews of the various fishing vessels that have joined the liver harvest program to date. Fishermen were not previously harvesting the Winter Skates’ liver, so we worked together to make it happen. The US fish oil market is large, and a significant portion of the fish oil used in dietary supplements is imported from foreign fisheries. If US consumers embrace MassOMEGA then we will need to harvest all the livers the fishery can produce. This will provide a new and steady source of revenue to the New England Winter Skate fishermen.”

“This has been a multi-year product development and we are excited to introduce a fish oil that comes from a sustainably managed US fishery.”, said William Hannabach of D&H Labs. “Our team of food scientists, chemists and process engineers have developed a manufacturing process to make a best in class fish oil product. Our proprietary process takes fresh Winter Skate livers from the fishing boats and converts these livers into a food grade oil. We apply complex purification technology to achieve exceptional product quality and freshness. We are pleased that MassOMEGA achieves the highest 5-star quality rating from the International Fish Oil Standards (IFOS) program. To protect our investments, we have filed for patents with the USPTO on our inventions, methods and discoveries.”

The Winter Skate is found in the Atlantic waters off the coast of New England. Sustainability is managed by NOAA (National Oceanic and Atmospheric Administration), the New England Fishery Management Counsel and regional fishermen. The Monterey Bay Aquarium’s Seafood Watch program has rated the Winter Skate as a ‘Good Alternative’ for consumers who eat fish and care about sustainability. Today the Winter skate is harvested for its fish meat for human consumption and MassOMEGA production increases the utilization of the existing harvest.

Purchase can be made at [www.massomega.com](http://www.massomega.com)

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