



For Immediate Release  
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## **Joey's Only Seafood Grows to a Big Fish**

*Sail into Olds, AB to celebrate our 100<sup>th</sup> Grand Opening with Us!*

*Calgary, AB . . . The story begins in 1985 in Calgary, AB, an unlikely spot for a seafood success story with a single seafood establishment renowned for their Famous Fish and Chips to 2003 with Joey's Only Seafood Restaurants emerging as Canada's largest seafood chain with the opening of the 100<sup>th</sup> location in Olds, AB.*

*Franchisee owners across the country are "thrilled to be part of the Joey's Only family" and are throwing grand opening parties during July and August 2003 to celebrate. The restaurants will be dishing up FREE 2-piece fish and chips dinners to the first 100 customers through the door.*

*Celebrating the opening of the 100<sup>th</sup> location is a great accomplishment for partners, Joe Klassen and David Mossey, and has been a reward for the entire team at Joey's Only. "Focused on opening only one successful location, I never considered the possibility of having a chain of 100 units," exclaims Joe Klassen. David Mossey adds, "The key to our success is our commitment to providing fresh, quality seafood, generous portions, affordable prices, and fast, friendly service." Continuing to exceed customers' expectations, Joey's Only franchising Ltd. is rolling out a new menu design with the Olds, AB location and will be implementing the menu system-wide in the upcoming months.*

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