



For Immediate Release  
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## **Joey's Only celebrates 20<sup>th</sup> Anniversary with \$1.3+ Million in Prizes** *"Go Fish" scratch 'n win contest features Mercedes Smart Cars & WestJet Flights*

Calgary, AB – Beginning this October, Joey's Only Seafood Restaurants kicks off its 20<sup>th</sup> anniversary celebrations with a national "Go Fish and reel in the prizes" Scratch 'n Win promotion. Customers have the chance to win thousands of spectacular prizes including Mercedes Smart Cars, WestJet flights, Digital Cameras, Travelodge Gift Cards, and in-restaurant Food and Beverages.

"We want to celebrate our 20<sup>th</sup> Anniversary and thank our loyal customers by giving back to them in a significant manner," says Kathy Flynn, Joey's VP Marketing. "Enjoying their favourite Joey's dinner and having the opportunity to win a Mercedes car, a WestJet trip or a new digital camera is our way of saying thank you." As part of the contest, each customer receives a scratch card with his or her bill. They must then correctly scratch three of nine boxes to win a prize.

"Joey's is also offering a 2-for-1 Famous Fish & Chips offer through its direct mail program," explains Flynn. "This will give new customers an opportunity to try the signature dish that has made Joey's famous. Participating Travelodge locations will also be handing out these 2-for-1 Fish & Chip coupons to their guests throughout our promotion."

"Go Fish" will be promoted in-store through a variety of point-of-purchase marketing materials including posters, table cards and banners. Local advertising and marketing is managed by franchisees using a selection of prepared materials (e.g. flyer artwork, newspaper ads, and radio commercials) created by Joey's in-house marketing department. During the "Go Fish" promotion Joey's is encouraging customers to sign up for its E-Club, an online email service that provides Joey's customers with exclusive offers, promotions, discounts, and newsletters.

The "Go Fish" celebration runs from October 3 to November 13, 2005. Full contest rules are available in-store or online at [www.joeysonly.ca](http://www.joeysonly.ca)

### **About Joey's Only**

Calgary-based Joey's Only is a pioneer and leader in the fast casual seafood restaurant category in Canada. Its signature "Joey's Famous Fish and Chips" has gained the company a North American reputation for preparing generous portions of high quality seafood at affordable prices. Each Joey's Only franchise embodies the vision of its founder Joe Klassen - to eat great seafood in a cozy neighbourhood seafood restaurant. Annually, Joey's Only serves more than 6.5 million guests system wide through its 106 restaurants in Canada and the United States. Throughout 2005, the company is celebrating its 20<sup>th</sup> anniversary. [www.joeysonly.ca](http://www.joeysonly.ca)

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**Editors: Artwork is available upon request.** For more information, please contact:  
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