



For Immediate Release
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Joey's Only raises national awareness with Fat Fish Fundraiser for Alzheimer Society

National seafood chain raises money in September from sale of Fat Fish and Coffee Break day.

Calgary, AB -- Joey's Only Seafood Restaurants across Canada are selling paper Fat Fish to raise money for the Alzheimer Society of Canada. Customers can purchase a paper Fat Fish for \$1 and receive a coupon worth \$1 off any entrée at Joey's. Patrons then write their name on the bright yellow Fat Fish which is displayed in the restaurant.

Joey's Only Seafood Restaurants is a proud national supporter of the Alzheimer Society of Canada. Since 1999, the company has raised more than \$500,000 for national and local Alzheimer Society chapters through its various fundraising initiatives.

In addition to the Fat Fish Fundraiser, Joey's national chain of Seafood Restaurants is participating in the Alzheimer Society's annual Coffee Break September 21, the society's national Alzheimer's Day. Funds raised from Joey's coffee sales on that day go directly to local Alzheimer Society chapters.

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 20th anniversary. www.joeysonly.ca

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Editors: Artwork is available upon request.

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