



For Immediate Release
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Joey's Only raises over \$25,000 for Alzheimer Society

*National seafood chain raises money from sale of Fat Fish and Coffee Break day.
Integrated marketing partner Medicine Shoppe Canada to expand program nationally in 2006*

Calgary, AB -- Joey's Only Seafood Restaurants across Canada sold paper Fat Fish and coffee to raise money for the Alzheimer Society to the tune of \$25,619.

Throughout the month of September customers had the opportunity to purchase a paper Fat Fish for \$1 and receive a coupon worth \$1 off any entrée at Joey's. Patrons wrote their name on the bright yellow paper Fat Fish that was displayed on the walls of the restaurant creating a "sea of fish". In addition to the Fat Fish Fundraiser, Joey's national chain of Seafood Restaurants participated in the Alzheimer Society's annual Coffee Break on September 21, the Society's national Alzheimer Day. Money raised from Joey's coffee sales on that day went directly to local Alzheimer Society chapters.

As part of its marketing plan to bolster community involvement and build brand awareness in Canada, Joey's joined forces with Medicine Shoppe Canada to increase the success of the Fundraiser. Medicine Shoppe Pharmacies in Calgary, AB and Winnipeg, MB sold the Joey's paper Fat Fishes. Calgary and Winnipeg patrons at both Joey's and The Medicine Shoppe locations received a \$10 off coupon (with \$25 purchase) at the Medicine Shoppe plus Joey's \$1 off coupon - an \$11 value for only a \$1 donation! The partnership proved successful, so for the Fat Fish Fundraiser 2006, Medicine Shoppe Pharmacy locations across Canada will be selling the Joey's paper Fat Fishes in their stores.

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.

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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