



For Immediate Release
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Joey's Only turns to integrated marketing to raise awareness
*National seafood chain is catalyst in partnering with retailers to raise funds
for Alzheimer Society and create awareness for Joey's 20th anniversary.*

Calgary, AB -- Joey's Only Seafood Restaurants is turning to integrated marketing to bolster its community involvement and brand awareness building in Canada.

"We wanted to expand our community involvement in assisting our national charity, the Alzheimer Society at both the national and local levels" says Joey's Marketing VP Kathy Flynn. "We thought we could expand our involvement further by seeking out like-minded partners like The Medicine Shoppe Pharmacy who are equally committed to supporting the charity. They also see the benefit of a collaborative approach in using coupons and other incentives to increase awareness for Alzheimer through local community involvement."

"We are very selective about whom we collaborate with," says Medicine Shoppe Regional Operations Manager Jon Johnson. "We not only agreed with Joey's approach for Alzheimer awareness, but also their commitment to providing healthier food choices that supports our healthy lifestyle philosophy. We have limited this collaboration to the Calgary market for this year. If all goes well, we'll consider adopting this relationship nationally for The Medicine Shoppe."

"We have also taken a similar marketing approach to launch our 20th anniversary celebrations that begin this fall," says Flynn. "For this initiative we partnered with organizations such as West Jet and Travelodge. We developed a scratch and win contest with our partners that will be supported with print and radio advertising, direct mail and in-store promotions."

Joey's Only Seafood Restaurants is a proud national supporter of the Alzheimer Society of Canada. Since 2000, 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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