



For Immediate Release
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Joey's reels in customers with first online contest

Online Go Coastal contest offers holiday trips to Vancouver Island's famous Painter's Lodge resort.

Calgary, AB – On October 9, 2006 Joey's launches its first ever national on-line consumer contest with five holidays to be won to Painter's Lodge (www.painterslodge.com), a picturesque resort in Campbell River, BC known for its world class salmon fishing adventures and wildlife and nature tours. The contest runs through to November 19, 2006.

"We are excited to kick off our Go Coastal – reel in the Flavours of Canada promotion," says Kathy Flynn, VP Marketing, Joey's Only. "The Internet is a part of everyday life for Canadians. It was time for us to connect nationally with new audiences using the Internet, to inform them about Canada's largest seafood restaurant and invite them to win trips to Painter's Lodge."

Flynn also noted that Joey's is introducing four new seafood menu items and one dessert item during the contest. "All these new dishes received their inspiration from Canada's east and west coasts," explains Flynn. The seafood dishes include Lobster Bisque, Stuffed Salmon and Shrimp Scampi, Seafood Lunenburg and Bluenose Spicy Mussels. The new dessert is called Sasquatch Bites.

Joey's will be giving away five (5) weekend trips for two to Painter's Lodge, Campbell River, Vancouver Island. One trip will be given away per province including British Columbia, Alberta, Saskatchewan, Manitoba, and Ontario. Each trip includes two nights and three days, \$1500 in WestJet gift certificates, transfers from the airport to the lodge, \$500 in Painter's Lodge gift certificates, a guided fishing trip and a digital camera for the winners to record their memories.

Joey's is promoting the contest through spots on Deja View and Lonestar TV stations and online on Canada.com to drive traffic to its website. Other advertising components include an ad in WestJet's UP! Magazine, direct mail flyers as well various in-store point of sale materials including a flyer handed out with each bill to remind customers to enter the contest online when they get home. Franchisees will also be placing newspaper and radio ads in their local territories. The campaign is also being promoted through Joey's newly introduced opt-in email marketing program called "Mariner's Club". Customers can sign up for the email program online at www.joeysonly.ca

About Joey's

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 115 restaurants in Canada and the United States. www.joeysonly.ca

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Editors: Menu photos are available upon request.

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