



For Immediate Release
April 18, 2006

Joey's "Hooks" Customers with Contest & New Menu Items

"Get Hooked on Joey's" promo allows customers to win "Dinner For A Year".

Calgary, AB – Beginning today, Joey's kicks off its "Get Hooked on Joey's" national promotion that features new Spring menu items and a chance to win dinner for a year.

Each participating Joey's Seafood Restaurant will be giving away one "Dinner for a Year" certificate valued at \$40 CDN towards the winner's bill once per month for one year. Customers are eligible to win one "Dinner for a Year" at each participating Joey's franchise. The "Get Hooked on Joey's" Promotion runs April 18 to May 28, 2006. The contest closes at 6:00 PM (ET) May 28, 2006. Full contest rules for "Win Dinner for a Year" contest are available in-store and online at www.joeysonly.ca.

"The 'Get Hooked on Joey's' contest is being promoted in-store through a variety of point-of-purchase marketing materials including feature sheets, bag stuffers, and ballot box and entry forms," says Kathy Flynn, VP Marketing and Communications. "Participating restaurants will also be handing out 'Free Appetizer' cards in conjunction with the 'Hooked on Joey's' campaign."

Local advertising and marketing is managed by Joey's Only franchisees using a selection of materials that include flyer artwork, newspaper ads, and radio commercials. Nationally, the "Get Hooked on Joey's" campaign will be promoted in WestJet's UP! Magazine. Joey's recognizes the growing importance of e-marketing and is using the "Win Dinner for a Year" contest to develop a national opt-in customer database.

The following new Spring menu items are featured during the campaign:

Appetizers - *Classic Shrimp Cocktail, Scallop & Bacon Skewers, Garlic Breaded Mushrooms, and Malibu Coconut Shrimp.*

Soups & Salads - *Blackened Salmon Caesar* which originally appeared on our Summer Menu.

Wraps & Sandwiches - A *Pulled Pork Sandwich* made with lean roasted pork has been added.

Joey's Classics – The *Mississippi Delta Combo* will appeal to customers with a big appetite and/or who like to sample a variety of offerings. This menu item includes *Coconut Shrimp, Blackened Snapper* and a *½ Rack of Jack's BBQ Ribs*.

Editors: Food photography, promotion materials and interviews with Andy Taylor (Sr. VP) and/or Kathy Flynn (VP Marketing & Communications) are available upon request.

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 franchise embodies the vision of its founder Joe Klassen - to eat great seafood in a cozy neighbourhood seafood restaurant. Annually, Joey's serves more than 6.5 million guests system wide through its 115 restaurants in Canada and the United States.

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