



For Immediate Release  
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## Joey's Cleans Up with New Online Contest

Calgary, AB — Joey's is doing a little spring-cleaning with its second annual online contest. This time, Joey's is giving consumers the opportunity to have more free time by entering a contest to win free residential housekeeping services for a year.

The **"Win Housekeeping Services for a Year"** contest is part of Joey's new **"Win More Free Time"** Spring Campaign that kicks off this week. Three grand prizes, each valued at approximately \$3,000 CDN are being given away in the regions of British Columbia/Alberta, Saskatchewan/Manitoba, and Ontario. The contest which began April 9th runs until 11:59 PM (MST) May 20, 2007. Full contest rules are available at [www.joey's.ca](http://www.joey's.ca)

"With this new campaign, we are giving Joey's guests the chance to have more free time to do the things that are really important to them rather than being saddled with time consuming activities such as house cleaning," says Richelle Kotler, Joey's Marketing Manager. "In this busy world, Joey's guests cherish their free time and we want to draw on that desire."

The new campaign also features a limited time offer of a Chicken & Fish Dinner Deal. "This meal features our Jack & Joe Combo which is a quarter of Tennessee Jack's mouth-watering Rotisserie Chicken, a light and crispy piece of Joey's trans-fat free Wild Alaskan Pollock, and a choice of two sides, an Apple Blossom Dessert and a non-alcoholic beverage, all for \$13.99," says Kotler. "We want people to know that Joey's is all about delicious food, great prices and great value -- and the Fish & Chicken Dinner Deal is the perfect example."

Kotler explained that entering the contest is as simple as completing an online entry form with the option of joining Joey's Mariner's Club, the restaurant's online rewards club whose membership just topped the 16,000 mark. "We fully expect that our **'Win More Free Time'** contest is going to attract a lot of new members who want to be among the first to be notified about Joey's special offers and events."

The new online campaign is being promoted at participating Joey's restaurant through a variety of materials, including posters, feature sheets and check stuffers. Local advertising and marketing is managed by Joey's franchisees and includes a marketing mix of radio spots, flyers and newspaper ads. Nationally, Joey's is promoting the campaign on [www.canada.com](http://www.canada.com) and with a one-page advertorial that appears in the May issue of WestJet's in-flight magazine called *UP!*

### About Joey's

Calgary-based Joey's Only is a pioneer and leader in the 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 106 restaurants in Canada and the United States. Joey's has been cooking in trans fat free oil at all of its Canadian restaurants since 2005. [www.joey's.ca](http://www.joey's.ca)

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