



For Immediate Release
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Joey's Splashes into Summer with Tasty New Menu *"Fresh Catch of Summer" fare features both new and traditional items*

Calgary, AB – Beginning June 20, Joey's Only Seafood Restaurants rolls out its 2006 "Fresh Catch of Summer" menu featuring two new items -- a Bacon Chicken Salad Sandwich and a Mandarin Chicken Salad. First introduced in the summer of 2004, the "Fresh Catch of the Summer" concept has become a much-anticipated seasonal staple for the franchise chain.

"We pride ourselves on our innovative summer campaigns," says Kathy Flynn, VP Marketing. "This summer, we have really raised the bar with our new feature items that combine traditional favorites with new, more exotic tastes. Our new Mandarin Chicken Salad for example, combines the classic taste of a chicken salad with the flavour of diced mandarin oranges, and coconut garnish. We also believe that our new Bacon and Chicken Salad Sandwich is destined to become an instant summer favourite. As well, our "Fresh Catch of the Summer" menu features popular summer classics that include our great tasting Grilled Salmon and the refreshing Raspberry blast dessert."

Flynn noted that the national, three-month campaign is being promoted with a new four-page feature menu as well as advertising and marketing managed by franchisees. Joey's in-house marketing department is responsible for all of the company's advertising and marketing materials including flyer artwork, ad slicks, and radio scripts.

"People traditionally don't think of Joey's as a take out option for summer picnics, backyard parties, and outdoor day activities such as hiking and swimming," says Flynn. "However, our delicious wraps, Family Packs, and other popular menu items are ideally suited to summer outdoor activities. And for those locations offering Tennessee Jack's Rotisserie Chicken & Ribs, consumers have many more exciting menu options for outdoor summer eating."

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 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 110 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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