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For immediate release

Joey's raises \$21K for Alzheimer Society

Calgary, AB -- Joey's Only Seafood Restaurants is pleased to announce that it raised more than \$21,000 during the restaurant's 2007 Alzheimer Society annual yellow Fat Fish Fundraiser.

Throughout September, Joey's customers were given the opportunity to purchase a yellow paper Fat Fish Coupon for \$1 and receive a coupon worth \$1 off any entrée at Joey's. Patrons then wrote their name on a bright yellow paper Fat Fish that was used to decorate restaurant walls and to help raise consumer awareness about Alzheimer's disease.

"The Fat Fish Fundraiser is a fun and rewarding month-long event for our restaurants and is one of our biggest fundraisers for the Alzheimer Society," says Richelle Kotler, Marketing Manager. "Joey's is committed to raising awareness and support for the Alzheimer Society in the communities in which we operate."

In addition to the Fat Fish Fundraiser, Joey's national chain of Seafood Restaurants also participated in Coffee Break on September 20th – coinciding with the Alzheimer Society's national Alzheimer Day. A total of \$2590 from Joey's coffee sales on that day go directly to local Alzheimer Society chapters.

Joey's Only Seafood Restaurants has committed to assist the Alzheimer Society of Canada and its local chapters to dispel the myths surrounding Alzheimer's disease with the restaurant's financial, moral, and personal support. Since 1999, Joey's has raised more than \$700,000 for Alzheimer societies across Canada en route to achieving its fundraising goal of \$1,000,000.

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 100+ 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.

Editors: Photos are available upon request. For more information, please contact:

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