



## NEWS RELEASE

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### **King's Seafood Company Chairman Jeff King to Lead California Restaurant Association**

King's Seafood Company Chairman and Co-Founder Plans Aggressive Membership Drive and Increased Government Affairs Role for the CRA

Costa Mesa, CA – On September 1, Jeff King, Chairman and Co-Founder of King's Seafood Company, takes on the position as the state's restaurant and hospitality industry leader, replacing Michael Osborn of Pie N' Burger restaurant in Pasadena. King has been active on the California Restaurant Association (CRA) board for 20 years.

"I plan on continuing Michael's efforts of strengthening the California Restaurant Association through the growth of our membership," says King. "Government affairs will be a large focus this coming year as political issues like immigration, minimum wage increases, and healthcare reforms are on the forefront at both the state and federal level."

Incoming chairman Jeff King's experience in the restaurant industry began in 1955 when he helped his father and uncle operate the family-owned King's Restaurants in the Los Angeles area. In 1983, King teamed up with his cousin, Sam King, to form 555 East Steakhouse in Long Beach, the first operation of their company, University Restaurant Group. In the years that followed, the King cousins began focusing on high-quality seafood and creating restaurants geared toward the seafood lover. The company's name changed to King's Seafood Company, Inc., and today is one of the fastest growing seafood restaurant groups in the West.

"Jeff King has been a highly active and involved member of the CRA for many years," says Jot Condie, President and CEO of the CRA. "He is an exceptional businessman and we expect a great year under his leadership."

At King's Seafood Company, Jeff King oversees the long-term financial planning; legal, board of directors and landlord issues; and sales and profits of each restaurant. Providing superior products and services to its guests is the hallmark of King's Seafood Company. The CRA Educational Foundation recognized the King cousins' commitment in 2004 with its Hall of Fame Award; American Express bestowed its 2004 Innovation Award for Creative Partnership to Jeff and Sam King; and Nation's Restaurant News magazine inducted the company's Water Grill into its Fine Dining Hall of Fame in 2000, along with honoring King's Fish House/King Crab Lounge with its 1999 Hot Concepts! Award.

"Hospitality is the ever-present desire to please the guest – from the quality of the food served to the way it is served," King says. "King's Seafood Company unconditionally guarantees its product and the experience of dining at our family of establishments."

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