



NEWS RELEASE FOR IMMEDIATE RELEASE

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King's Fish House Launches Seafood & Health Guest Education Program

Promoting healthy seafood, advising sensitive populations and debunking myths purpose of program

Costa Mesa, Calif. – June 11, 2007. This week the eleven King's Fish Houses unveil a guest education program celebrating healthy seafood while debunking myths that have proliferated in the media over the past several years. The campaign includes a beautifully designed placemat with facts about the health benefits of seafood along with consumption advice for women who are pregnant, nursing or planning to become pregnant. A frequently-asked-question brochure is provided to guests who request more information.

"Our guests love seafood—and they're ordering more and more of it," says Sam King, President and CEO of King's Seafood Company. "By combining the best-quality fish with the most relevant and accurate information, we're promoting our diverse menu while empowering our guests to make healthy choices."

The guest education material draws from the most current, expert advice from esteemed organizations such as the Institute of Medicine at the National Academies, Harvard University's School of Public Health, and the American Heart Association. In addition, to help navigate environmental and health concerns over seafood, King founded the Sustainable Seafood Forum working with other interested seafood restaurants and suppliers, Aquarium of the Pacific, and advisors in marine science, aquaculture, nutrition and health sciences, economics and social science.

"People are concerned about what they have heard about mercury and PCBs in seafood, and bacteria in raw seafood," says Matt Stein, Chief Seafood Officer. "We address these concerns—which are sometimes misrepresented in the media—while describing the many health benefits of seafood. We're dedicated to communicating this significant information with the same commitment we have brought to product quality and guest service through the years."

King's Fish House operates in California and Nevada, with a twelfth restaurant opening in Tempe, Arizona, this fall. King's Fish House has a thorough training program ensuring that all crewmembers become "Seafood Ambassadors," representing the highest-quality products and the best in guest service. Now, crewmembers will also be better informed about the health issues surrounding seafood and better equipped to respond to guest inquiries.

Together, the eleven King's Fish Houses serve more than three million guests per year.

Editors: To request a placemat and brochure contact Patricia Parisi. Contact information is above.

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About King's Seafood Company:

King's Seafood Company, based in Costa Mesa, California, evolved from more than 60 years of family-run restaurant experience. With eleven King's Fish House/King Crab Lounge locations throughout Southern California and Nevada, the company also has a number of well-known signature restaurants, including Water Grill in downtown Los Angeles, Ocean Avenue Seafood and i.Cugini in Santa Monica, 555 East Steakhouse in Long Beach, and Lou & Mickey's in San Diego. King's Fish House earned the "Hot Concept" award by Nation's Restaurant News. Visit www.kingsfishhouse.com