



## NEWS RELEASE

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### King's Fish House Opens in Chula Vista

*The popular King's Fish House concept debuts April 3 at Otay Ranch Town Center*

**Costa Mesa, Calif. – March 28, 2007.** On Tuesday, April 3, the hot King's Fish House concept opens in Chula Vista at the Otay Ranch Town Center just east of San Diego. This marks the eleventh King's Fish House, a sign of the concept's sizzling popularity. Otay Ranch is the first major shopping and entertainment center to come to the San Diego metropolitan market in more than 20 years. The open-air center is home to more than 100 of the country's most popular shops such as Apple, Macy's, REI, and Barnes & Noble. In addition to King's Fish House, restaurants include P.F. Chang's China Bistro, Cheesecake Factory, and California Pizza Kitchen.

"Otay Ranch is a perfect location for our thriving, family-friendly King's Fish House concept," says Sam King, President and CEO of King's Seafood Company. "Otay Ranch is a pedestrian-friendly setting with easy parking, popular shops, a movie theatre, outdoor seating, and play areas for children. We're pleased to have a presence within an area of such vitality."

The new King's Fish House is just over 8,000 square feet and includes an outdoor patio and a vibrant lounge. The sit-down dining establishment specializes in seafood cuisine from around the world and includes more than 20 appetizer selections such as crab cakes, ceviche, fresh oysters on the half shell, coconut-fried shrimp, and BBQ shrimp, to name a few. The impressive menu also includes sashimi, sushi, and maki-sushi rolls; charbroiled and grilled seafood entrees; regional and seasonal specialties; seafood with pasta; as well as chicken, hamburgers and steak selections. King's Fish House is also renowned for its unique beverage program, with diverse beer, wine, cocktail and martini choices. Desserts include the can't-miss key lime pie, a decadent chocolate cake or crème brûlée, the refreshing apple tart or fruit crisp, and of course—ice cream.

King's Fish House operates in California and Nevada, with the twelfth restaurant opening in Tempe, Arizona, later this summer. 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.

King's Fish House at Otay Ranch is located at 2015 Birch Road, Suite 715, Chula Vista, CA 91915. (619) 591-1690. Operating hours are: 11 am-9 pm Sun-Mon; 11 am-10 pm Tues-Weds-Thurs; 11 am-11 pm Fri-Sat. Visit: [www.kingsfishhouse.com](http://www.kingsfishhouse.com). The restaurant debuts at 5 pm opening day, Tuesday, April 3, 2007.

Otay Ranch Town Center is located four miles east off the 805 Freeway in Chula Vista at Eastlake Parkway and Olympic Parkway. Visit [www.otayranchtowncenter.com](http://www.otayranchtowncenter.com)

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