



NEWS RELEASE

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KING'S APPLAUDS NOAA/NMFS NEW "FISH WATCH" PROGRAM

Costa Mesa, Calif. – August 16, 2007. The U.S. National Marine Fisheries Service (NMFS) has unveiled their new web-based "Fish Watch" program that describes the environmental status and nutritional qualities of seafood caught in U.S. waters. NMFS is a program of our country's ocean steward the National Oceanographic and Atmospheric Administration (NOAA). The website is www.fishwatch.noaa.gov. The site also describes the federal fishery management program, types of gear used in fishing, and the trade in seafood.

"We respect the leadership of NMFS/NOAA by providing the most scientifically accurate information about our country's fisheries," says Sam King, President and CEO of King's Seafood Company. "We support the Fish Watch effort as the go-to place for consumers to find user-friendly and up-to-date ecological and nutritional information while also providing greater educational context about our country's trade in seafood. We look forward to pointing our guests to the Fish Watch site and hope the program soon grows to include all commercially available U.S. wild-caught and farm-raised species."

King's Seafood Company operates 11 King's Fish Houses, and five signature restaurants: Water Grill in Los Angeles, iCugini and Ocean Ave. Seafood in Santa Monica, 555 East Steakhouse in Long Beach, and Lou & Mickey's in San Diego. Together, the restaurants serve three million guests per year. In addition, King's Seafood Distribution procures and distributes top-quality seafood to the restaurant group. The twelfth King's Fish House opens in Tempe, Arizona, in mid-October, followed by openings in 2008 in Bakersfield, Calif., and Reno, Nevada.

President/CEO Sam King is on the boards of the Aquarium of the Pacific, the Wrigley Institute of Marine Science at University of Southern California, and the sustainability non-profit Passionfish.org. He also co-founded the Sustainable Seafood Forum, a project of the Aquarium of the Pacific whose members also include Santa Monica Seafood, Plitt Seafood Co., Shaw's Crab Houses, and expert advisors in marine science, aquaculture, social science, economics, and nutrition.

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