



NEWS RELEASE

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OCEAN AVENUE PAVES THE WAY FOR POISSON D'AVRIL

In support of public education about seafood sustainability, Ocean Avenue Seafood partners with nonprofit Passionfish for their annual French-inspired "April Fish" event — a celebration of "fish and mischief"

Santa Monica, Calif. – March 29, 2007. On Saturday, March 31st and Sunday, April 1st, Ocean Avenue Seafood restaurant will be featuring two special items on its dinner menu: fresh farmed sturgeon and wild-caught Patagonian scallops. Guests who order the featured items will also receive a complimentary chocolate dessert.

The white sturgeon, once common from Alaska to Mexico, is now raised inland in pristine, aquifer-fed ponds. Only nine sturgeon farms operate worldwide; Tsar Nicoulai's northern California aquaculture operation is renowned for its innovations and quality.

The Patagonian scallop is harvested wild by Glaciar Pesquera from icy, dark depths off the coast of Argentina. Restaurant guests can count themselves among the very first to taste the world's only scallop awarded Marine Stewardship Council eco-certification.

"We are thrilled to join Passionfish in their efforts to educate the public about seafood cuisine and ocean sustainability," says Chef Silvano Mestas. "At Ocean Avenue, we celebrate high-quality seafood every day. We welcome learning about and introducing new products to our guests that complement our menu as well as meet our uncompromising standards."

Chief Seafood Officer Matt Stein manages the company's seafood program to ensure products meet quality, consistency, and environmental sustainability criteria. "Our company is concerned about the crisis in our wild fisheries, but inspired by better management practices worldwide, as well as exciting and innovative developments in aquaculture (fish and shellfish farming). These advances will relieve the fishing pressures from our wild stocks."

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“Celebrating the French tradition of Poisson d’Avril is an unthreatening way of introducing sustainability to the public,” says Passionfish Executive Director Carl Rebstock. “Add mouth-watering chocolate and fun-loving restaurants, and you have an irresistible event.”

About Ocean Avenue Seafood

With its fresh regional fish entrees and award-winning wine list, Ocean Avenue is America’s seafood restaurant. Serving top-quality seafood since 1986, Ocean Avenue magically combines a sophisticated menu with a casual ambiance, attracting business people on a “power lunch” as well as world travelers seeking exciting culinary treasures from the sea. The raw bar is a focal point, showcasing the largest variety of oysters found in any Los Angeles restaurant – with the restaurant earning the “best dozen oysters on the half shell” accolade from *The Los Angeles Times*.

With its wall of windows overlooking the Pacific Ocean and the Santa Monica Pier, this local favorite is a seafood lover’s paradise. <http://www.oceanave.com/>

Contact: Director of Operations John Kanis, (562) 412-2312, jkanis@kingsseafood.com

1401 Ocean Avenue, Santa Monica. (310) 394-5669

Hours: 11:30 a.m.- 4 p.m. (lunch) and 4 p.m.-10 p.m. (dinner, Sun-Thurs), 4 p.m. – 11 p.m. (Fri-Sat).

Brunch is featured on Sundays, 11:30 a.m. – 3 p.m.

About King Signature Group

King Signature Group represents five signature restaurants within King’s Seafood Company. In addition to Ocean Avenue Seafood, the group includes Water Grill (Los Angeles), i.Cugini (Santa Monica), 555 East Steakhouse (Long Beach), and Lou & Mickey’s (San Diego). King’s Seafood Company has evolved over 60 years as a family-run business. It is owned and operated by cousins Sam King and Jeff King. In addition to the signature restaurants, the company operates 11 King’s Fish Houses with locations in Southern California, Arizona and Nevada. <http://www.kingsseafood.com>

About Passionfish

Passionfish is an innovative non-profit project that promotes sustainable fisheries and aquaculture through public education and stakeholder collaboration. Founded in 2000, Passionfish helps business and the public grasp the complex issues of seafood sustainability. Its programs include exhibitions, community education "Get the Dish on Fish" dinners, Poisson d’Avril events, live public forums, and consumer and children’s education. Passionfish believes that everyone shares the same need for healthy global fish populations. We endeavor to bring diverse stakeholders together to troubleshoot and overcome obstacles to ocean sustainability. Our organization promotes unique business-conservation partnerships, builds solutions through productive dialogue, and inspires conservation through a cookbook series coupled with vibrant special events. <http://www.passionfish.org>

Contact: Executive Director Carl Rebstock, (206) 769-1436, carl@passionfish.org

About Poisson d’Avril

In France, Poisson d’Avril is a widely celebrated occasion – legend has it that the custom dates to the 16th century. In 1564, King Charles IX of France broke with a 12th century custom by decreeing that New Year’s Day would occur on January 1 rather than at the spring solstice — ending a traditional week-long celebration of spring and rebirth that had lasted until...April 1. An uproar arose. Resisters were mocked by being sent joke gifts. Also, because in early spring the sun is leaving the zodiacal sign of Pisces, the pranks were coined “Poisson d’Avril.” April 1st became a fun holiday filled with the offering of lighthearted presents...often gift-wrapped fish. Children would draw fish and attach them on backs of the unsuspecting. Today it has become an occasion for exchanging chocolate fish.

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