



**NEWS RELEASE
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**King's Seafood Company Appoints
Jeff Goodman to Chief Operating Officer**

Costa Mesa, California. – September 15, 2008. King's Seafood Company is pleased to announce Jeff Goodman's promotion to Chief Operating Officer. "After an extensive search, I am proud to say the best person for the position is already employed within our organization. Jeff Goodman's leadership, education and experience qualify him to fill this vital role within King's Seafood Company. I look forward to working with him to continue our growth and success," says Sam King, President and Chief Executive Officer.

Since joining King's Seafood Company in 2006, Goodman has held multiple operations and home office positions. Most recently, as Director of Food and Beverage, Goodman collaborated on a number of key initiatives including the development and rollout of King's kitchen "4C," an operations excellence program designed to ensure that the highest food quality and safety standards are routine. He also played a key role in the evolution of the King's Fish House beverage program.

"I am honored to contribute to a company that is so dedicated to quality, consistency, service and value. King's Seafood Company has a rich history of hospitality; we create meaningful dining experience for all guests. I am energized and optimistic about our future," says Goodman.

Prior to joining King's, Goodman held positions with three other fine hospitality organizations: Director of Restaurants for Starr Restaurant Organization in Philadelphia, Regional Manager Midwest for Morton's of Chicago, and multiple positions for Four Seasons Hotels and Resorts. Goodman holds a Bachelor of Science Degree from Cornell School of Hotel Administration in Ithaca, New York. He lives with his wife Hope in Laguna Beach, California.

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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 twelve King's Fish House/King Crab Lounge locations throughout Southern California, Nevada, and Arizona, 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.