



**News Release: For Immediate Release**  
October 4, 2007

**Responding to the public's increasing demand for healthy seafood choices, King's Fish House launches newest restaurant in Tempe, Arizona. Opening date: Monday, October 15, 2007**

### **Fact Sheet**

King's Fish House at Tempe Marketplace – Opening 5 p.m. Monday, Oct 15, 2007

### **King's Fish House**

The newest King's Fish House marks the 12<sup>th</sup> restaurant in the sizzling-hot concept. The menu pleases all discerning palates with its daily selections of the world's freshest seafood. The sit-down dining establishment offers more than 20 appetizer selections such as crab cakes, ceviche, fresh oysters on the half shell, ahi tuna poke, coconut-fried shrimp, barbecue shrimp, as well as sashimi, sushi, and maki-sushi rolls. Entrée surf selections include charbroiled and grilled fish and shellfish, regional and seasonal specialties, and seafood with pasta. Land lubbers need not despair as the menu also offers delicious chicken, hamburger and steak selections. King's Fish House is also renowned for its unique beverage and dessert programs.

### **Tempe Marketplace**

With 1.3 million square feet of retail space in a pedestrian/family-friendly, open-air environment, Tempe Marketplace is an entertainment and shopping hub located off Loop 101 and Loop 202 freeways and just minutes from the surrounding communities of Phoenix, Mesa, Scottsdale, Chandler and Gilbert. Nearly 100 of the country's most popular retailers and restaurants blend in with theatres and live-music venues, water fountain features, and outdoor seating – all adjacent to Tempe Town Lake. Visit [www.tempemarketplace.com](http://www.tempemarketplace.com) for more details and be sure to check out the interactive map to locate your favorite shops and King's Fish House!

### **Restaurant Details**

Inside, the expansive King's Fish House is about 8,000 square feet, with an additional 1,500 square-foot-outdoor dining patio and –unique to this Fish House—another 550 square-foot-outdoor patio attached to the vibrant cocktail lounge. In the Tempe Marketplace, the catch of the day will be found at 35 South McClintock Drive, Tempe, Arizona, 85281. (480) 966-9121.

### **The Crew**

King's Fish House is drawing from the local communities to crew the restaurant. The company has a thorough training program ensuring that all crewmembers become "Seafood Ambassadors," representing the highest-quality products and the best in guest service. This location will employ 110 crewmembers.

### **The Big Day**

King's Fish House at Tempe Marketplace **debuts at 5 p.m. on Monday, October 15, 2007**. Thereafter, operating hours will be 11 a.m.-9 p.m. Sunday and Monday; 11 a.m.-10 p.m. Tuesday through Thursday; and 11 a.m.-11 p.m. Friday and Saturday.

### **Company Contacts**

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Visit us online today at [www.kingsfishhouse.com](http://www.kingsfishhouse.com)

King's Fish House operates in California, Nevada and Arizona. Its parent is King's Seafood Company, based in Costa Mesa, California. King's Fish House has been honored as a "Hot Concept" by *Nation's Restaurant News*.

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