

## Visual Identity Group Client 'King's Fish House' Wins 2006 International Davey Award

### FOR IMMEDIATE RELEASE

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IRVINE, CA – November 10, 2006 -- Irvine based design agency, Visual Identity Group was awarded a 2006 Silver Davey Award by the International Academy of Visual Arts for Creative Excellence in Website Design in the Food & Beverage Category for the Web Site *King's Fish House*. ([www.kingsfishhouse.com](http://www.kingsfishhouse.com)).

"We are thrilled that our web site has received such a prestigious award and want to thank Visual Identity Group for their dedicated efforts in communicating our brand with such passion and creativity," stated Keren-Dee Goldstein, Marketing Manager for King's Seafood Company. This is the second award this year Visual Identity Group has received for the King's Fish House Web Site, having won an Internet Advertising Competition (IAC) Award in March. "We are honored to have been selected for the 2006 Davey Award," said Jason Weamer, founder of Visual Identity Group. "To have our work recognized by these industry leaders is a testimony to our staff's dedication to excellence and our collaboration with the team at King's Seafood Company."

### **About The Davey Awards:**

The Davey Awards is an international creative award focused exclusively on honoring outstanding creative work from the best small firms worldwide. The 2006 Davey Awards received over 3,500 entries from ad agencies, interactive agencies, production firms, in-house creative professionals, graphic designers, design firms and public relation firms from across the US and around the world. For more information, visit [www.daveyawards.com](http://www.daveyawards.com)

The International Davey Awards is judged and overseen by the International Academy of the Visual Arts (IAVA), a 200+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current IAVA membership includes a "Who's Who" of acclaimed media, advertising, and marketing firms including: Sotheby's Institute of Art, Yahoo!, Estee Lauder, Wired, Insight Interactive, The Webby Awards, Bath & Body Works, Brandweek, Polo Ralph Lauren, ADWEEK, alloy, Coach, iNDELIBLE, MTV, Victoria's Secret, HBO, The Ellen Degeneres Show, Myspace.com, and many others. For more information, visit [www.iavisarts.org](http://www.iavisarts.org).

### **About King's Seafood Company:**

King's Seafood Company, based in Costa Mesa, California, has evolved from more than 60 years of family-run restaurant experience. With ten King's Fish House/King Crab Lounge locations throughout Southern California and Nevada, 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. Visit [www.kingsseafood.com](http://www.kingsseafood.com).

### **About Visual Identity Group:**

Visual Identity Group is a full-service firm specializing in Website Development and Design, Graphic Design, Multimedia and Marketing based in Irvine, California. For over seven years, Visual Identity Group has built a solid reputation of providing clients with a positive return on investment through their creative services. The Visual Identity Group portfolio contains premium pieces created for Fortune 500 firms and leading organizations including Coca-Cola, El Pollo Loco, Bacardi, King's Seafood Co., Buyrite Furniture Auction, EJ Phelps & Company, Dedic Marketing Group, CM Technologies, Four Star Distribution, Diversified Wealth Builders, Mission Stone, Blazing Tickets, Ultimate Ticket Shop, Macro Communications, The Complete Sheet, Delicious Audio, Trustin Technologies and Click4TeeTimes. For more information, visit [www.visualidentitygroup.com](http://www.visualidentitygroup.com).

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