

Visual Identity Group and King's Fish House Win 2006 WebAward from the Web Marketing Association International Competition

FOR IMMEDIATE RELEASE

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IRVINE, CA – November 20, 2006 -- Visual Identity Group announced today that the company has been honored by the Web Marketing Association (WMA) with a WebAward for Standard of Excellence in Website Development in the Restaurant category during its 10th annual WebAward competition for King's Fish House (www.kingsfishhouse.com). The WebAwards competition is considered 'the Oscars of website awards,' naming the best websites in 96 industry categories with entries from interactive agencies and marketing departments in more than 35 countries.

The King's Fish House website was judged by an expert panel of advertising executives, site designers, webmasters and content providers on seven different criteria including: design, innovation, content, technology, interactivity, copywriting and ease of use. Judges had high praise for the site with one judge saying, "Great site! Entertaining and informative at the same time. Very audience-appropriate. Nice work!" Other judges' comments included, "There is enough interaction to hold a viewer's attention without distracting from the site's purpose."

"We are proud to receive this prestigious award and appreciate the team effort put forth with Visual Identity Group's vision of our brand," stated Keren-Dee Goldstein, Marketing Manager for King's Seafood Company. "This award acknowledges the reputation for quality that King's Seafood Company strives to achieve with every marketing program and to be included with such an elite group is an honor. Our web site is a very important element in communicating with our customers and to receive the WMA WebAward further validates what we hear everyday from visitors to our site."

This is the third award Visual Identity Group has received for the King's Fish House web site in 2006, having won an Internet Advertising Competition (IAC) Award in March and an International Davey Award earlier this month. "It's rewarding to have a panel of experts acknowledge our web site as a benchmark for the standard of excellence in the industry," said Jason Weamer, founder of Visual Identity Group. "To have our work recognized by this distinguished group of judges is a testimony to our staff's dedication to excellence and use of the latest technologies available in website development. King's Seafood Company provided an open forum and collaborative effort that allowed our organization the freedom to create a compelling web site for their King's Fish House Restaurant."

About The WebAwards:

Founded by the Web Marketing Association in 1997, the WebAwards is the standards-defining competition that sets industry benchmarks based on the seven criteria of a successful website. The goal of the WebAwards is to provide a forum to recognize the people and organizations responsible for developing some of the most effective websites on the Internet today. For more information, visit www.webaward.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.

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.

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