

## McCormick & Schmick's Launches SeafoodHealth.com

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Consumer education website helps kick off campaign to encourage twice-weekly seafood consumption

McCormick & Schmick's Seafood Restaurants [Nasdaq: MSSR] today announced the launch of its consumer education website, SeafoodHealth.com ([www.SeafoodHealth.com](http://www.SeafoodHealth.com)), an online portal aimed at providing consumers with timely information related to seafood consumption. SeafoodHealth.com features recent research and studies, news articles and government recommendations as well as seafood recipes and preparation tips that readers can easily replicate at home.

The American Heart Association recommends consuming at least two servings of seafood each week to promote a healthy lifestyle, and the National Institutes of Health believes that consuming omega-3 fatty acids, which are prevalent in seafood, reduces the risk of death from heart attacks and other cardiovascular causes. Fish, especially oily fish, is rich in Omega-3 polyunsaturated fatty acids and is an important part of healthy living.

With the launch of SeafoodHealth.com, McCormick & Schmick's also kicks off its campaign to encourage the public to 'Eat Seafood Twice a Week.' The 'Twice a Week' campaign will offer two new, tasty and healthy seafood recipes that can easily be prepared at home every week over the course of the next year, to make it easier for consumers to eat healthy by fitting seafood into their diets. The 'Twice a Week' recipes, which can be found at [www.SeafoodHealth.com](http://www.SeafoodHealth.com), will feature recipes from McCormick & Schmick's chefs from around the country, highlighting seasonal species and specialties throughout the year.

'The benefits of eating seafood have been well documented, and we are committed to sharing this information and helping people incorporate more seafood into their diets,' commented Doug Schmick, chief executive officer of McCormick & Schmick's Seafood Restaurants. 'We are proud to have talented chefs in our restaurants around the country who have developed a collection of recipes that will keep SeafoodHealth.com visitors healthy and satisfied throughout the year. The recipes will feature seasonal and regional dishes to give visitors a wide variety of options when it comes to preparing fresh seafood at home.'

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