

82-34648

# SAM'S SEAFOOD HOLDINGS LIMITED

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16 December 2003



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The Australian Stock Exchange Limited  
Company Announcement Office

## ANNOUNCEMENT TO THE MARKET

SUPPL

### OPENING OF SAM'S PIER RESTAURANT IN GOLD COAST

Sam's Seafood Lifestyles Pty Ltd ("the Company"), a wholly owned subsidiary of Sam's Seafood Holdings Limited, is pleased to announce that it has entered a five year lease with a five year option agreement with Ariadne Australia Limited and its associated property trusts, to secure a prime location (previously occupied by Grumpy's Wharf restaurant) to open a new restaurant named Sam's Pier at the famous Mariners Cove, Main Beach Gold Coast.

Sam's Pier will be operated under a Management Rights Agreement executed between the Company and Mr. Doug Ryan & his associated entity – Marama Pty Ltd, which is similar to the arrangement made for Sam's on Suttons. Under the agreement, Marama Pty Ltd will pay the Company a sum of \$450,000 to secure a ten year right to operate Sam's Pier, which is due to be opened before Christmas.

The management of Sam's Seafood is confident that Sam's Pier will further enhance the brand building process for the group and allow Sam's Seafood to deliver another exciting business model following the successful launch of the first franchise fast food outlet on Monday at Westfield Garden City in Brisbane.

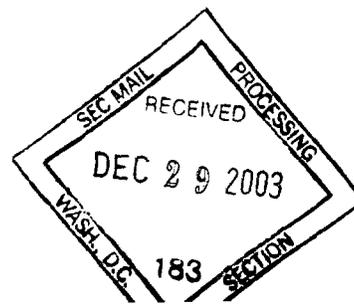
  
Ken Situ  
Company Secretary

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# Sam's Seafood Holdings limited

(ABN 45 098 448 269)

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16/12/2003

Securities and Exchange Commission  
Judiciary Plaza  
450 Fifth Street  
Washington DC, 20549  
United States of America

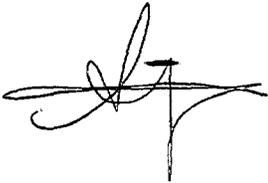
Dear Sir/Madam,

**RE: SAM'S SEAFOOD HOLDINGS LIMITED – File Number: 82-34649**

Please refer to the attached Market Announcements that we have disclosed to the Australian Stock Exchange on 16 December 2003 for your reference pursuant to Section 12g3-2(b) file number 82-34649.

Should you have any questions in relation to the above, please do not hesitate to contact me.

Yours sincerely,



Ken Situ  
Company Secretary  
Sam's Seafood Holdings Limited