

7 December 2004

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

SUPPL

Dear Sir/Madam,

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

Please refer to the attached Market Announcement that we have disclosed to the Australian Stock Exchange recently 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.

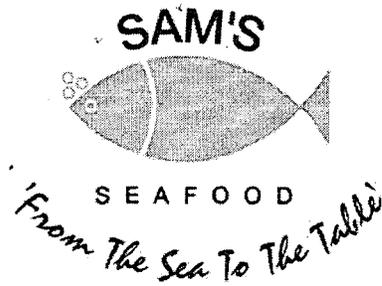
Yours sincerely,

Ken Situ  
Company Secretary  
Sam's Seafood Holdings Limited

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**SAM'S SEAFOOD HOLDINGS LIMITED**  
43 Holt Street, Eagle Farm, Qld 4009, Australia  
PO Box 393, Hamilton, Qld 4007, Australia  
Phone: 07 3131 4100, Fax: 07 3268 5231  
ABN: 45 098 448 269  
E-Mail: [info@sams.com.au](mailto:info@sams.com.au)

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Company Announcement Office  
The Australian Stock Exchange Limited

## EXECUTIVE APPOINTMENT

### **SAM'S SEAFOOD APPOINTS INDUSTRY EXPERT TO DRIVE GLOBAL EXPANSION**

Sam's Seafood Holdings Limited has taken another major step towards establishing Sam's Seafood as a global brand with the appointment of one of Australia's leading food industry experts as Chief Operating Officer (COO).

Mark Scherini brings more than 20 years experience to Sam's Seafood, including strategic roles with Nestle, Edgel Birdseye, Coca Cola and most recently ten years as General Manager of the highly regarded seafood company, Sealord Australia.

Sam's Seafood CEO, Nick Noutsatos, said that Mark's appointment will assist the publicly listed company to continue its global expansion plans, with Mark's attention focused on driving the company's new marketing strategy and on national and international growth.

"Sam's has experienced considerable growth over the past few years, and a review of our management structure and future business plans demonstrated a clear need to bring in an expert like Mark to help us achieve our future goals," Mr Noutsatos said.

Mr Scherini said he is looking forward to the challenge of spearheading the next chapter in Sam's growth and will be working closely with Mr Noutsatos and his team on the iconic Australian brand.

"Ten years with Sealord Australia, a supplier of Sam's Seafood product has equipped me with an intimate understanding of every facet of Sam's business, and I have always been impressed with Nick's vision for the company," Mr Scherini said.

Mr Noutsatos is certain that 2005 will be a highly successful year for Sam's, with Mark Scherini at the helm as COO and the Sam's Seafood team focused on continued growth.

"2005 is set to be the most progressive year in Sam's Seafood's 21 year history, and Mark's appointment is just the first of many exciting announcements to be made over the next twelve months," he said.

Sam's Seafood Holdings Limited is an Australian owned company listed on the Australian Stock Exchange specialising in the retail, wholesale, franchising and export distribution and processing of fresh and frozen seafood.

ENDS

To arrange an interview or for further information:

Grahame Denovan  
Alison McNamara

Sam's Seafood  
PPR

0418 212 474  
0408 020 189