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MARKET RELEASE

19 November 2009

Sam's Seafood Holdings Limited

TRADING HALT

The securities of Sam's Seafood Holdings Limited (the "Company") will be placed in preopen at the request of the Company, pending the release of an announcement by the Company. Unless ASX decides otherwise, the securities will remain in pre-open until the earlier of the commencement of normal trading on Monday, 23 November 2009 or when the announcement is released to the market.

Security Code:

SSS

Wade Baggott

Adviser, Issuers (Perth)

Sam's Seafood Holdings Limited

ABN 45 098 448 269 311-313 Hay Street SUBIACO WA 6008

19 November 2009

Mr Wade Baggott
Adviser, Issuers (Perth)
Australian Securities Exchange
Exchange Plaza
2 The Esplanade
PERTH WA 6000

Via Email: wade.baggott@asx.com.au

Dear Wade

REQUEST FOR TRADING HALT

Pursuant to Listing Rule 17.1, Sam's Seafood Holdings Limited (ASX: SSS, the Company) requests a trading halt pending the release of an announcement regarding the Company's proposed acquisition of Innovation West Pty Ltd.

The trading halt is to last until the earliest of the Company releasing the announcement to the market, or the commencement of trade on Monday 23 November 2009.

The Company is not aware of any reason why the trading halt will not be granted.

Thank you for your assistance.

Yours sincerely

LUKE MARTINO
Company Secretary