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**IVAR'S BILLBOARDS FROM THE DEEP CREATE
"POSTHUMOROUS" MYSTERY**

***Ivar's Seafood Restaurants wrangles with authenticity of underwater billboards
amid musings late founder Ivar Haglund forecasted boom in submarine travel***

SEATTLE—Sept. 16, 2009—When an Ivar's billboard covered with algae, barnacles and rust advertising 75-cent cups of chowder came up from the deep off Alki Beach on Aug. 21, two questions also surfaced: Is it real? If so, what was late restaurant founder Ivar Haglund thinking?

"We've heard rumors of underwater billboards surrounding Ivar for years," said Ivar's president, Bob Donegan. "But we didn't believe the rumors until May when Seattle historian Paul Dorpat found fragments of schematics, drawings and receipts. He's been working on a book about Ivar. We wanted to be cautious before releasing information because Ivar was such a prankster."

Puget Sound's quintessential clam-entrepreneur was famous around the world for his antics such as "The Syrup Spill," where, after a tank car filled with syrup ruptured under the viaduct, a hungry Ivar showed up with hip boots and a large plate of pancakes, and told the crowd "Eat at Ivar's, we don't skimp on the syrup" and the "Two Ton Tony Galento" event, in which a dead octopus was declared the winner in an underwater wrestling match. Ivar's famous "flounder" envisioned everything from a floating restaurant on Lake Union to submarine travel across Elliott Bay. Not always a visionary, Ivar was certain the Edsel was the car of the future.

"Paul said Ivar was struggling with his Ivar's Pioneer Square restaurant in 1955 when cross-Sound bridges to Bainbridge were in discussion, and at that time Ivar was at his peak of brilliance," Donegan added. "Ivar thought submarines would be more efficient than ferries, and plotted routes across the sound, marking seven locations suggesting where billboards were to be placed."

To date, the two have reviewed archives from 1953-1955 that show Ivar may have been up to more of his famous shenanigans by entertaining underwater billboards for sub commuters.

Telling ephemera include letters from the Dept. of Fisheries, granting Ivar permission to operate drag seines to collect marine life; an invoice from a diving company for a geologic survey of seven seafloor sites for large sign installation; five sketches of billboards and submarines; two checks to a naval engineering firm signed by the "Ivar Haglund Bldg

Fund;” and two architectural blueprints showing sign assembly information. To date, just three billboards have been located and are in the process of being authenticated.

Two of the three billboards feature specials circa 1955. The “Diver’s Special” features a *Kids 12 & Under Eat Free with regular entrée* offer. On the second, Haglund wasn’t remiss in showcasing his world famous chowder to the undersea with a 75-cent cup of chowder.

After this discovery, and following inquiries from customers who saw photos of it in the Aug. 22 Seattle Times and other news reports, Ivar’s decided to do what Haglund would have done: promote them. Now through Nov. 22 at all Ivar’s restaurants (excluding stadium locations) the specials on these billboards will be honored.

Renditions of the boards can be found on select billboard locations around Puget Sound during the next few months. Location listings and a documentary which describes the full discovery can be found at www.ivars.net as well as videos documenting the full discovery of the boards. Check back for updates.

Ivar’s Seafood Restaurants began on Seattle’s waterfront in 1938. Today, there are 27 Ivar’s fast casual Seafood Bars and three full service restaurants: Ivar’s Acres of Clams, Ivar’s Salmon House and Ivar’s Mukilteo Landing. Ivar’s Seafood, Soup and Sauce Company markets and sells its award-winning soups, chowders and sauces both nationally and internationally. The company also operates 20 regional stadium concessions including Safeco Field, Qwest Field, Husky Stadium and the Comcast Arena at Everett Events Center. Learn more at www.ivars.net. For more about Ivar Haglund visit http://ivars.net/index.php?page=history_ivar-haglund.

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