



For Immediate Release

Contact: Amanda Harnish
St. John & Partners
(904) 899-8884
amandaharnish@sjp.com

BIRMINGHAM'S NEWEST ZAXBY'S HATCHES MONDAY, NOVEMBER 3
Newest Restaurant Marks 50 for Alabama in Eight Years as Chain Continues its Rapid Expansion

BIRMINGHAM, Ala. (Oct. 30, 2008) — Zaxby's licensees Russell Pate and Courtney Mason will open the doors to Birmingham's newest Zaxby's restaurant this Monday. Zaxby's, a Southeast favorite for chicken fingers and Buffalo wings, is located at 4629 Highway 280 S. The restaurant will operate 10:30 a.m. to 10 p.m. every day.

"We are excited to bring another convenient Zaxby's location to the area," said Pate, who along with Mason, owns the locations on John Hawkins Parkway, Valleydale Road and Doug Baker Boulevard, as well as the Zaxby's in Pelham. "We look forward to providing the same exceptional food and signature service residents have come to expect from Zaxby's, while continuing our involvement in the community as a good neighbor business partner."

The new restaurant, formerly a Taco Casa, showcases Zaxby's welcoming interior design, featuring a bright, open interior décor, complemented by vintage memorabilia and signage. The 2,700-square-foot restaurant provides comfortable booths and tables, with a seating capacity of 74. Zaxby's also provides drive-thru services to meet the needs of customers on the go.

The new Zaxby's location is the 13th for Greater Birmingham overall and the 50th for the state. Currently there are three Zaxby's in Hoover, two in Birmingham, and one each in McCalla, Pelham, Alabaster, Bessemer, Trussville, Gardendale and Fultondale. Zaxby's footprint includes more than 450 locations in 11 states — Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia.

An alternative to fast food, Zaxby's offers prepared-at-order chicken fingers, wings, sandwiches and salads. Zaxby's most popular items are its hand-breaded Chicken Fingerz and Jumbo Buffalo Wings, smothered in a choice of eight sauces with names like Wimpy, Tongue Torch, Nuclear and Insane. The menu also offers innovative Zappetizers — Onion Rings, Tater Chips (home-style potato chips) and Spicy Fried Mushrooms, as well as a variety of Party Platterz perfect for any family gathering or special occasion.

- more -

Birmingham Zaxby's Opens Monday

Page 2

Zaxby's also offers three salads, or Zalads: The House, The Blue and The Caesar. All are prepared at order, with grilled or fried chicken, three kinds of lettuce, shredded cheese, fresh veggies and juicy tomatoes. Customers have a choice of buffaloed or blackened chicken when ordering The Blue. All of Zaxby's Zalads offer more chicken and unique ingredients, such as French-fried onions, and are larger than most salads offered elsewhere. Each Zalad is assembled at the time the order is placed, versus being pre-made and stored in a cooler.

Zaxby's is a "quick-casual" restaurant chain headquartered in Athens, Ga. Zaxby's opened its first restaurant in Statesboro, Ga., in March 1990, and by July 2001 opened its 100th location in Jacksonville, Fla. Zaxby's celebrated its 200th restaurant opening in its hometown of Athens, Ga., in May 2004, and in December 2005 observed its 300th opening in Dallas, Ga. In October 2007 Zaxby's opened its 400th location in Macon, Ga.

About Zaxby's

Zaxby's founders Zach McLeroy and Tony Townley looked around their community and saw plenty of fast food or sit-down dining options, but felt something was missing. They decided to provide the most delicious chicken fingers and Buffalo wings in town. That hatched a simple idea to create a fun atmosphere where food quality is of the utmost importance. In 1990, they opened the first Zaxby's in Statesboro, Ga. The concept, one of the early "quick-casual" restaurants, proved successful.

McLeroy and Townley opened four more restaurants, and in 1994, they began to franchise the brand. The food and service was so popular, the Athens, Ga.-based chain has boomed to more than 450 units in 11 states (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia) and continues to grow. For more information, visit www.zaxbys.com.

###