



For Immediate Release

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

CHATTANOOGA'S NEWEST ZAXBY'S HATCHES MONDAY, JANUARY 12 *Hamilton County's Fifth Zaxby's Opening Mirrors Chain's Rapid Expansion*

CHATTANOOGA, Tenn. (Jan. 7, 2009) — Zaxby's licensee Mark Shepherd, along with his two brothers Anthony and William, will open the doors to Hamilton County's newest Zaxby's restaurant this Monday. Zaxby's, a Southeast favorite for chicken fingers and Buffalo wings, is located at 7328 Shallowford Road, across from hhgregg in the Waterside Lifestyle Center. The restaurant will operate from 11 a.m. to 10 p.m. every day.

"We are thrilled to bring another convenient location to the community," said Mark, who will oversee day-to-day operations in the new location. "Our family looks forward to providing the same fresh food and signature service our friends and neighbors have come to expect from Zaxby's."

The new Zaxby's location is the second for Chattanooga, the fifth for Hamilton County and the 44th for the state. Zaxby's footprint includes more than 460 locations in 11 states — Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia.

Mark believes the new restaurant — from the atmosphere to the service — will exceed community expectations. "We've assembled a great team of over 40 associates who, we are confident, will deliver on the Zaxby's mission to 'consistently create encore experiences that enrich lives one person at a time,'" said Mark.

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.

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.

- more -

Chattanooga Zaxby's Opens Monday

Page 2

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 460 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.

###