



For Immediate Release

Contact: Amanda Harnish
St. John & Partners
(904) 281-2500
amandaharnish@sjp.com

CONOVER'S FIRST ZAXBY'S HATCHES MONDAY, APRIL 21
Second Catawba County Restaurant Features Updated Look,
Offers Zaxby's Signature Food and Service

CONOVER, N.C. (April 17, 2008) — Zaxby's district manager Chuck Wilson will open the doors to Conover's first Zaxby's restaurant this Monday. Zaxby's, a Southeast favorite for chicken fingers and Buffalo wings, is located at 1233 N.C. Highway 16 N., off of Interstate 40, in front of Wal-Mart. The newly constructed restaurant will operate 10:30 a.m. to 10 p.m. Monday through Thursday, 10:30 a.m. to 11 p.m. Friday and Saturday, and 11 a.m. to 10 p.m. on Sunday.

"I am excited to introduce the Zaxby's brand to this community," said Wilson, who now oversees operations of six management-owned Zaxby's restaurants in North and South Carolina. "Zaxby's exceptional taste and family atmosphere are what first attracted me to this restaurant concept — I am confident Conover residents will become as passionate about it as I am."

The new location is one of the few Zaxby's to feature the company's new store design, which includes floor-to-ceiling brick walls, larger windows providing more natural light, modernized tables and booths, and a new color scheme, all complemented by an eclectic mix of photography and new signage and menu boards. The restaurant is approximately 3,600 square feet and can comfortably seat 94. Zaxby's also provides drive-thru services to meet the needs of customers on the go.

Wilson believes the restaurant — from the atmosphere to the service — will exceed community expectations. "We've assembled a great team of over 40 team members 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 Wilson.

Conover's new Zaxby's is the second for Catawba County and the 42nd for the state as the chain continues its expansion. Zaxby's currently operates more than 425 restaurants in 12 states — Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Ohio, 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 and also a variety of Party Platterz perfect for any family gathering or special occasion.

- more -

Conover Zaxby's Opens Monday

Page 2

Zaxby's also offers five salads, or Zalads: The House, The Blue, The Caesar, The Zensation and The Chicken Salad Zalad. All of Zaxby's Zalads offer more chicken, unique ingredients, such as French-fried onions, fresh veggies and juicy tomatoes and are larger than most salads offered elsewhere. Each is prepared with chicken, three kinds of lettuce, and a variety of toppings. The Zensation joins the menu for a limited time only this spring and features Chicken Fingerz drizzled with honey sesame glaze, mixed with red cabbage, carrots, various greens, crispy wonton strips, and topped with Asian slaw. The Zensation is served with Citrus Vinaigrette dressing and a tasty veggie egg roll. All Zalads are 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 freshest 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 425 units in 12 states (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, Ohio, South Carolina, Tennessee, Texas and Virginia) and continues to grow. For more information, visit www.zaxbys.com.