



For Immediate Release

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FRANKLIN'S FIRST ZAXBY'S HATCHES MONDAY, JANUARY 7

Restaurant Will Offer the Community Fresh, Prepared-at-Order Chicken in a Casual Dining Atmosphere

FRANKLIN, Ky. (Jan. 2, 2008) — Zaxby's licensee Mike Harris and his son Justin Harris will open the doors to Franklin's first Zaxby's restaurant this Monday. Zaxby's, a Southeast favorite for chicken fingers and Buffalo wings, is located at 1551 Nashville Road in the new Lowe's shopping center. The restaurant will operate from 10:30 a.m. to 10 p.m. seven days a week.

"I am excited to introduce the Zaxby's brand to the residents of my hometown," said Justin, whose family are lifelong residents of Simpson County. "Zaxby's will be a great new option for family and friends to gather for lunch or dinner."

The new restaurant showcases Zaxby's unique interior design, featuring a bright, open interior décor, complemented by vintage memorabilia and signage. The 3,195-square-foot restaurant will provide comfortable booths and tables, with a seating capacity of 71. Zaxby's also provides drive-thru services to meet the needs of customers on the go.

Justin 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 Justin.

The new Zaxby's is the first for Simpson County and the eighth for the state as the chain continues its expansion throughout the Southeast. Zaxby's currently operates more than 410 restaurants in 10 states — Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.

An alternative to fast food, Zaxby's offers fresh, prepared-at-order chicken fingers, wings, sandwiches and salads. Zaxby's most popular items are its fresh, 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 Peel, Tater Chips (home-style potato chips) and Spicy Fried Mushrooms. Zaxby's also features a variety of Party Platterz perfect for any family gathering or special occasion.

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Franklin Zaxby's Opens Monday

Page 2

Zaxby's also offers four salads, or Zalads: The House, The Blue, The Caesar and The Chicken Salad Zalad. All are prepared at order, the first three 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.

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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 410 units in 10 Southeastern states (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia) and continues to grow. For more information, visit www.zaxbys.com.