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LEXINGTON ZAXBY'S REOPENS WITH UPDATES INSIDE AND OUT

New Management to Provide Guests With Delicious Food and Great Customer Service

LEXINGTON, N.C. (Nov. 7, 2008) — Zaxby's district manager Joe Dobbs will reopen the doors to the Lexington Zaxby's restaurant at 1425 Cotton Grove Road on Monday. The location was sold by its original owners in September and has been closed for business for eight weeks of remodeling. With new management and team members in place, the updated restaurant will operate from 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'm thrilled to reintroduce this Zaxby's to the Lexington community," said Dobbs, the new district manager, who oversees three other management-owned Zaxby's in North Carolina. "The new team looks forward to providing exceptional food and signature service to the community."

During the eight weeks the restaurant was closed, updates were made to the entire property, including new landscaping and an upgraded computer system. Renovations were also made to the interior of the restaurant making it one of the few Zaxby's to feature the company's latest 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 signage.

Additionally, a new food-service ordering program called Hyperactive Bob was installed. Hyperactive Bob is a kitchen management tool that uses parking lot cameras and historical sales information to predict how much food kitchen staff should prepare as each car pulls into the restaurant. "The benefit of implementing a system like Bob is that we can deliver our freshly prepared food more quickly to our guests," said Dobbs. "I am confident we will deliver on Zaxby's mission to 'consistently create encore experiences that enrich lives one person at a time.'"

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.

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Lexington Zaxby's Re-opens

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.

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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 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.