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LEXINGTON'S NEWEST ZAXBY'S HATCHES MONDAY, MAY 18

Area's Second Zaxby's This Year Opens as Chain Continues Rapid Expansion

LEXINGTON, Ky. (May 14, 2009) — Zaxby's, a longtime Southeast favorite for chicken fingers and Buffalo wings, and one of the nation's fastest-growing restaurant chains, is hatching Lexington's third location on Monday. Zaxby's licensees Michael and Wayne Martin will open the nearly 500-unit chain's newest restaurant at 104 Sand Lake Drive, across from St. Joseph's Hospital, at the corner of Man O' War Boulevard and Richmond Road. Zaxby's will operate from 10:30 a.m. to 10 p.m. Sunday through Thursday and 10:30 a.m. to 11 p.m. Friday and Saturday.

"We are extremely excited to introduce yet another Zaxby's to the Lexington area," said Zach McLeroy, Zaxby's co-founder and CEO. "We're confident that this new location will deliver Zaxby's signature food and provide residents with superior service in true Zaxby's style."

Zaxby's differs from other chicken restaurants because its menu items are prepared at order. Zaxby's most popular items are its hand-breaded Chicken Fingerz and Jumbo Buffalo Wings, smothered in a choice of nine sauces with zesty 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 four salads, or Zalads: The House, The Blue, The Caesar and The Zensation. 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 rejoins the menu for a limited time 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.

"We are honored to serve the residents of Lexington," said Michael Martin, who has an agreement with the company to open a total of eight locations in the Lexington area over the next few years. "We have received such great support from the community and are thrilled to provide another convenient location."

The Martins, a nephew-and-uncle team from Bowling Green, opened their first Zaxby's in December 2007 at 1772 Sharkey Way and their second this January at 531 W. New Circle.

At the new restaurant, customers will place their orders at the counter, and will be called to pick up their prepared-at-order meals when they are ready. The new 3,195-square-foot location will seat 71 in Zaxby's unique design — a bright, open interior décor complemented by vintage memorabilia and signage. Zaxby's will also offer drive-thru services to meet the needs of customers on the go.

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Zaxby's laid its Kentucky foundation back in 1994 with the opening of its first franchised location in Bowling Green. The second Zaxby's in the state opened in 1996, and the restaurants continued to steadily grow to today's total of 11. The new Lexington restaurant will make 14. In addition to the Lexington and Bowling Green areas, Zaxby's has locations in Hopkinsville, Glasgow, Shelbyville, Nicholasville, Danville, Franklin, Richmond and Oxford.

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Zaxby's Stats

Zaxby's operates its more than 470 restaurants throughout 11 states, including Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia. Its largest market is Atlanta, with more than 60 locations in the metro area.

Zaxby's is headquartered in Athens, Ga. The company opened its first restaurant in Statesboro, Ga., in 1990 and has seen tremendous growth. In just the last three years, Zaxby's has opened 150 restaurants.

How it All Started

Zaxby's founders Zach McLeroy and Tony Townley looked around their community and saw plenty of fast food or sit-down dining options. Feeling 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. 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. For more information visit www.zaxbys.com.