



For Immediate Release

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

MACON'S NEWEST ZAXBY'S HATCHES MONDAY, APRIL 28
New Location Marks Sixth Zaxby's for Bibb County as Chain Continues Rapid Expansion

MACON, Ga. (April 24, 2008) — Zaxby's licensees Eric, Fred and Will Hefner will open the doors to Macon's newest Zaxby's restaurant this Monday. Zaxby's, a Southeast favorite for chicken fingers and Buffalo wings, is located at 1680 Bass Road, near the main entrance of the Bass Pro Shops. The restaurant will operate from 11 a.m. to 10 p.m. seven days a week.

"We are pleased to offer Macon residents another convenient Zaxby's location," said Fred Hefner, who also operates Macon's other Zaxby's locations with his brother Eric and son Will. "We have enjoyed a great relationship with our loyal customers here and look forward to continuing our relationship as a good neighbor and business partner."

The new Macon restaurant showcases Zaxby's unique interior design, featuring a bright, open interior décor, complemented by vintage memorabilia and signage. The 3,302-square-foot restaurant will provide comfortable booths and tables, with a seating capacity of about 74. Zaxby's also provides drive-thru services to meet the needs of customers on the go.

Fred 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 Fred.

The new Zaxby's is the sixth for Bibb County and the 176th for the Peach 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, Ohio, South Carolina, 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, as well as a variety of Party Platterz perfect for any family gathering or special occasion.

- more -

Macon 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.