



**For Immediate Release**

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### **SELMA'S FIRST ZAXBY'S HATCHES MONDAY, DECEMBER 3**

New Restaurant to Provide Residents Fresh, Prepared-at-Order Chicken in a Casual Dining Atmosphere

**SELMA, Ala.** (Nov. 29, 2007) — Zaxby's licensee Jana Burke, along with her father Howard Burke, will open the doors to Selma's first Zaxby's restaurant this Monday. Zaxby's, a Southeast favorite for chicken fingers and Buffalo wings, is located at 618 Highland Ave. The restaurant will operate Sunday through Thursday, from 11 a.m. to 10 p.m., and Friday through Saturday, from 11 a.m. to 11 p.m.

"We're excited to offer Zaxby's to the residents of Selma," said Jana, who currently operates Zaxby's locations in Northport and Tuscaloosa. "We look forward to introducing Zaxby's fresh, prepared-at-order food and superior service, as well as becoming a good neighbor in the community."

The new Selma restaurant showcases Zaxby's unique interior design, featuring a bright, open interior décor, complemented by vintage memorabilia and signage. The 3,720-square-foot restaurant will provide comfortable booths and tables, with a seating capacity of 104. Zaxby's also provides drive-thru services to meet the needs of customers on the go.

Jana 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 Jana.

The new Zaxby's is the first for Dallas County and the 44th for the state as the chain continues its expansion throughout the Southeast. Zaxby's currently operates more than 400 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 made-from-scratch Spicy Fried Mushrooms. Zaxby's also features a variety of Party Platterz perfect for any family gathering or special occasion.

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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 400 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](http://www.zaxbys.com).