



**For Immediate Release**

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

**SEYMOUR ZAXBY'S REOPENS  
MONDAY, JANUARY 7, UNDER NEW MANAGEMENT**

*Restaurant to Return its Freshly Prepared, Delicious Food to Area Residents*

**SEYMOUR, Tenn.** (Jan. 7, 2008) — Zaxby's licensee Fred Weir will reopen the doors to Seymour's Zaxby's restaurant at 10614 Chapman Highway on Monday. Weir, who operates two north Georgia Zaxby's locations, recently purchased the restaurant and is looking forward to returning the chain's freshly prepared chicken to area residents. With new management and team members in place, it will operate from 10:30 a.m. to 10 p.m. every day.

"I'm thrilled to reintroduce Zaxby's to the Seymour community," said Weir, who has 14 years of experience in the restaurant industry. "I am confident that the new team will provide improved service and dining experiences while serving the great-tasting Zaxby's chicken that area residents have come to enjoy."

Weir previously worked for Chick-fil-A and owned two Schlotzsky's Deli restaurants, where he implemented enhanced employee benefits, such as college scholarship programs and paid vacation time for full- and part-time workers. When he learned about Zaxby's, its growth and how he shares the company's core values, he decided to get involved. That was almost three years ago, and he has since opened two locations in Canton, Ga.

Weir lives with his family in Canton, but plans to be very hands on at the Seymour restaurant, offering the same enhanced employee benefits package to the Seymour team. "I've already met a lot of great people in the community, and I'm looking forward to Zaxby's being a great long-term neighbor and business partner in the Seymour community," he added.

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.

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

###