

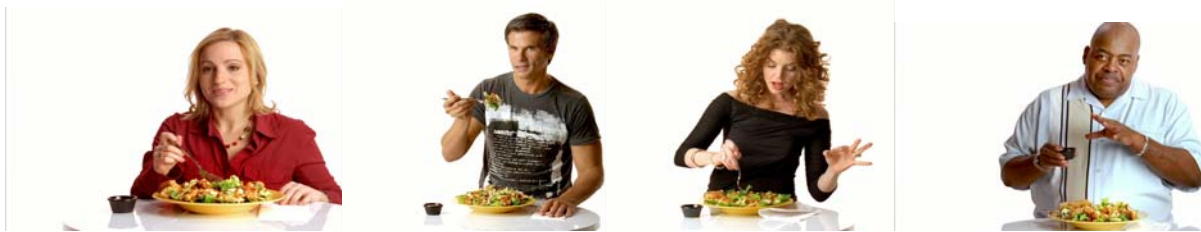


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ZAXBY'S ADDS ASIAN FLAVOR TO ITS NEWEST SALAD

Fresh Crop of Celebrities Tout Zensation Zalad



ATHENS, Ga. (April 1, 2008) — Zaxby's, the Southeast fast-casual chain known for its chicken fingers, Buffalo wings and generous salads, is adding the Asian-inspired Zensation Zalad to its lineup this spring. The Zensation Zalad will be available for a limited time at most Zaxby's locations April 1 through June 30.

The Zensation Zalad features the chain's famous Chicken Fingerz that are drizzled with a honey sesame glaze and mixed with red cabbage, carrots, fresh greens and crispy wonton strips, then topped with Asian slaw and served with Citrus Vinaigrette dressing. Additionally, the Zalad is coupled with a tasty veggie egg roll. All of the Zalads at Zaxby's are assembled at the time the order is placed, versus being pre-made and stored in a cooler.

"We've received tremendous positive response from our guests about the Zalad line since we first launched it nearly four years ago," said Zach McLeroy, Zaxby's co-founder and CEO. "The Zensation Zalad will build on that success with its assortment of unique ingredients and intriguing flavor combinations for which Zaxby's is known."

First offered last spring, the Zensation Zalad was tested in the chain's Greenville, S.C.-area market. It was quickly a success and became one of the top salad performers, accounting for nearly a third of daily Zalad sales. "The response from guests during our test of the Zensation Zalad was fanatical, so we decided to roll it out to the entire system," said Stephanie Struble, Zaxby's director of research and development. "Zaxby's is committed to offering the most delicious, high-quality food, while also offering great value to our devoted customer following, and the Zensation Zalad accomplishes just that."

To help promote the new offering, Zaxby's has enlisted the talent of four new celebrities for the next installment of its well-received celebrity "indescribably good" advertising campaign that was rolled out last fall. Cameras captured amusing, unscripted responses from Lorenzo Lamas, Reginald VelJohnson, Laurie Hickson-Smith and Keri Strug.

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Aside from their likable personalities, the chain selected these stars because of their diverse appeal. Hickson-Smith is a designer best known for being the “Southern belle” on TLC’s popular home design series, “Trading Spaces,” and Lamas is a veteran soap opera and movie actor best known for his starring role on the popular ’80s primetime soap, “Falcon Crest.” VelJohnson is most well-known for his role as Carl Winslow on the popular sitcom “Family Matters;” and Strug is a winner of multiple medals in gymnastics for the United States at two different Olympic Games.

An alternative to fast food, Zaxby’s offers menu items that are prepared-at-order . Zaxby’s most popular items are its hand-breaded chicken fingers and its jumbo Buffalo wings smothered in a choice of eight sauces with expressive 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.

In addition to the Zensation, Zaxby’s has four other freshly prepared Zalads: The House, The Caesar, The Blue and The Chicken Salad Zalad. Each of these Zalads offer more chicken and unique ingredients, such as French-fried onions, and are larger than most salads offered elsewhere. The House, The Blue and The Caesar include 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. The Chicken Salad Zalad is made with chunks of white chicken breast and celery mixed with Zaxby’s flavorful Ranch dressing.

Zaxby’s has more than 420 restaurants operating in 11 states, including Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia.

Zaxby’s is a “quick-casual” restaurant chain headquartered in Athens, Ga. Zaxby’s opened its first restaurant in Statesboro, Ga., in 1990 and recently celebrated its 400th location in Macon, Ga., in November.

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 were so popular, the Athens, Ga.-based chain boomed to more than 420 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.

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