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ZAXBY'S BRINGS BACK BONELESS WINGS; NEW ROUND OF SOUTHERN CELEBS FEATURED IN ADS

Overwhelming Guest Response Prompts Return of Popular Menu Item

ATHENS, Ga. (Jan. 16, 2008) — They're back! The wildly popular Boneless Wings that Zaxby's last offered in 2006 have returned to the menu for a limited time. Their return will be supported by another round of notable Southern celebrities in the chain's latest television spots. The initial introduction of Boneless Wings proved to be one of the most successful product launches ever for the fast-casual chain.

"Our guests went crazy for the delicious flavor of Boneless Wings, so we are very happy to add them back," said Stephanie Struble, Zaxby's director of research and development. "We are committed to offering the most delicious, highest-quality food, while also offering great value to our loyal customer following, and this meal accomplishes just that."

During the 13-week promotion in 2006, Boneless Wings drove a 10 percent increase in same-store guest traffic. Boneless Wings will be available until the end of March on the chain's popular Meal Dealz menu, which features combination items that come with seasoned Crinkle Fries and a 22-oz. drink for one low price of \$4.99 to \$5.49.

To publicize the return of the guest favorite, the chain has enlisted the help 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 American Idol season three runner up Diana DeGarmo, actor John Schneider, NFL star Jerry Rice and NBA star Dominique Wilkins.

Aside from their likable personalities, the chain strategically selected these stars because they mirror the company's Southern footprint. DeGarmo is a Snellville, Ga., native and former Miss Teen Georgia; Schneider is best known for his role as Bo Duke in the Southern-set "The Dukes of Hazzard"; Rice is a Mississippi native and ignited his football career at Mississippi Valley State University; and Wilkins is a North Carolina native who played for the University of Georgia and later was instrumental in the Atlanta Hawks' prominence in the 1980s.

Zaxby's Boneless Wings are tender chunks of chicken breast marinated in savory seasonings, fried in a crispy coating and tossed in a sweet-and-spicy glaze. The sweet-and-spicy glaze combines the sweetness of citrus and ginger with the spice of red chili peppers. Guests have the choice of ordering Boneless Wings as a meal or a la carte.

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“We are continually developing and testing new menu items and different flavors to potentially add to the Zaxby’s menu,” said Struble. “We brought back Boneless Wings based on what our guests told us they wanted to see on the Zaxby’s menu.”

Zaxby’s most popular items are its hand-breaded fresh chicken fingers and fresh jumbo Buffalo wings, smothered in a choice of eight sauces with descriptive names like Wimpy, Tongue Torch, Nuclear and Insane. An alternative to fast food, Zaxby’s offers fresh, prepared-at-order chicken wings, Fingerz and Zalads. The menu offers innovative Zappetizers — Onion Peel, Tater Chips (home-style potato chips) and Spicy Fried Mushrooms.

Zaxby’s has more than 410 restaurants throughout the Southeast, operating in 10 states, including Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.

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 were so popular, the Athens, Ga.-based chain 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.



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The commercials can be viewed online at www.zaxbys.com/zaxtv.html or downloaded for news media use by logging on to <http://207.59.65.117> Type in the username zaxbystv and password 93tie49

Stills from the commercials (seen above) are available in JPEG format by contacting Nicole Jenkins nicolejenkins@sjp.com/904-899-8898 or Amanda Harnish amandaharnish@sjp.com/904-899-8884 at St. John & Partners.