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ZAXBY'S CELEBRITY-FLAVORED TV COMMERCIALS GET PICKED UP FOR ANOTHER SEASON

*New Spots Featuring Sports and Entertainment Personalities to Begin Airing Next Week
Throughout 12 States, Show Enthusiasm for Zaxby's "Indescribably Good" Flavor*



ATHENS, Ga. (Oct. 2, 2008) — Zaxby's debuts the fifth round of its celebrity-flavored "Indescribably Good" TV commercials October 6 in 45 markets throughout the chain's 12-state operating area. Zaxby's, along with its Jacksonville, Fla.-based agency St. John & Partners, began the highly successful campaign last October. Since then, 22 well-known actors, singers, television personalities and sports stars have touted Zaxby's delicious, freshly prepared food in unscripted spots. The nearly 450-unit chain has seen sales grow since it began airing the spots, each round featuring a different menu item.

This next edition features both new celebrities and favorites from the past year. Jacksonville Jaguars quarterback David Garrard makes his debut, along with TV's "Laverne & Shirley" stars Penny Marshall and Cindy Williams, and basketball legend Spud Webb. Favorites reprising their roles are four-time heavyweight champion boxer Evander Holyfield and Disney Channel's "Camp Rock" actress Alyson Stoner. Scenes show the celebrities eating and talking about the Zaxby's menu staple, the Chicken Finger Plate, and will air through the end of 2008.

"We're thrilled with the response we've received from this campaign. People get really excited about our commercials, and we think it's because the various talented celebrities we've featured really resonate with our audience," said Zach McLeroy, Zaxby's CEO and co-founder. "Viewers recognize and feel connected to these well-known personalities and take pleasure in seeing a glimpse of the stars as normal people enjoying what everyone does — delicious, freshly prepared food."

Aside from their likable personalities, the celebrities were selected because they either have roots tied to the company's Southern background, have a special significance for a key demographic in Zaxby's core customer base or both. For example, Garrard played college ball for East Carolina University in Greenville, N.C., and Stoner is widely known by kids for her roles in the hit films "Cheaper by the Dozen" and "Cheaper by the Dozen 2."

St. John & Partners, Zaxby's agency of record since 2003, created the award-winning campaign that began by capturing real people's unscripted reactions to eating Zaxby's food.

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“The Zaxby’s brand is about delivering an exceptional product that drives a unique relationship with its guests,” said David Bonner, senior vice president and executive creative director at St. John & Partners. “And this campaign delivers just that by tapping into the gut reactions of well-known personalities while they are enjoying Zaxby’s indescribably good taste.”

St. John & Partners’ creative team for the television spots included Scott Banda, creative group head; Matt Sherman, copywriter; Robert Haines, art director; and Connie Atkinson, director of broadcast production. Food shots were directed by Tom Ryan of Directorz in Dallas, while the celebrity shots were directed by Jeff Bednarz, shot at Directorz Studios in Dallas and edited by Brad Wetmore at Reel FX in Dallas.

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.

Zaxby’s also offers three salads, or Zalads: The House, The Blue and The Caesar. All are prepared at order, 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.

Zaxby’s, headquartered in Athens, Ga., has more than 445 restaurants operating in 12 states, including Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, Ohio, South Carolina, Tennessee, Texas and Virginia.

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 445 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.

About St. John & Partners

St. John & Partners is a full-service advertising and public relations agency headquartered in Jacksonville, Fla. The agency also has offices in Atlanta, Pittsburgh and Detroit. Clients include Ford Dealer groups in 30 markets in 10 states, PARC Management, Smoothie King, Terrell Hogan, P.A., Vistakon/Johnson & Johnson Vision Care Products, Winn-Dixie and Zaxby’s. St. John & Partners is a member of Forrester, WOMMA (Word of Mouth Marketing Association), the MAGNET Global Network and the WORLDCOM Public Relations Group. MAGNET is comprised of 40 independent advertising agencies in North and South America, Europe, Asia and the Pacific Rim. WORLDCOM is a network of independent public relations agencies with more than 100 offices throughout the world.

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