



ZAXBY'S GOES ITALIAN WITH NEW MENU ITEMS

Chain Continues Popular Celeb Spots; Launches Summer Road Trip Sweepstakes



ATHENS, Ga. (July 10, 2009) — Zaxby's introduces its new Italian-inspired menu items with the help of two Italian celebrities. To promote the new limited-time-only Chicken Parmesan Sandwich and Fried White Cheddar Bites, actor Paul Sorvino and *Dancing With The Stars* judge Bruno Tonioli bring their distinct Italian personalities to the chain's latest adaptations of its popular celebrity commercials.

The Chicken Parmesan Sandwich features the company's signature Chicken Fingerz on Texas Toast with Garlic Parmesan and traditional Italian Marinara sauces. The Garlic Parmesan sauce can also be ordered on wings. The Fried White Cheddar Bites are real Wisconsin white cheddar cheese bits dipped in a scrumptious batter, fried to perfection and served with the Italian Marinara sauce.

To ensure that diners can enjoy the new items during their summer vacation, the chain has launched a new microsite where travelers can plot their summer road trip course to easily find Zaxby's locations along the way.



Starting July 20, the chain will host the Zaxby's Summer Road Trip Sweepstakes at www.ZaxbysRoadTrip.com. People can enter to win once per day until Sept. 7 when one lucky person will win free Zaxby's for a year (one meal per week). Other prizes are GPS navigational systems, \$10 and \$20 Zaxby's gift cards and NASCAR Nationwide Series Zaxby's #09 Ford die-cast cars.

While accessing the special website from a computer or mobile device, travelers can enter the start and end address of their road trip and Zaxby's restaurants along their route will appear on a map. There's also a function on the site that allows people to upload a photo of themselves that is placed into various fun roadside scenes and can be forwarded to a friend. Guests will be able to continue using the route-mapping feature on the company's website after the sweepstakes is over.

"In light of the economy, people are rediscovering the summer vacation road trip," said Zach McLeroy, Zaxby's CEO and co-founder. "We're happy to help our guests make it easier to enjoy the great taste of our chicken while on the road and also give them an opportunity to win some great prizes."

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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 nine sauces with expressive names like Wimpy, Tongue Torch, Nuclear and Insane. The menu also offers innovative Zappetizers and prepared-at-order salads, or Zalads.

Zaxby's, headquartered in Athens, Ga., has more than 470 restaurants operating in 11 states, including Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, 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 delicious 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 470 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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High-resolution 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. Commercials can be viewed at www.zaxbys.com/zaxtv.html

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