



ZAXBY'S TO APPEAR IN MUCH-ANTICIPATED VIDEO GAME

Restaurant Chain to Give Away Prizes in Online Game-Themed Sweepstakes



Video game trailer: <http://www.zaxbysmcla.com/trailers.html>

ATHENS, Ga. (Oct. 13, 2008) — Zaxby's, the Southeast chain known for its chicken fingers and buffalo wings, is spreading its wings to the West Coast...virtually. The company's logo and food are featured on billboards, storefronts, buildings and benches as gamers speed their way through the virtual streets of Los Angeles in the latest video game from Rockstar Games.

Released last Tuesday, *Midnight Club Los Angeles (MCLA)* is the much-anticipated next installment of the *Midnight Club* franchise that has proven popular with gamers. In addition to its appearance in the game, Zaxby's will launch a special MCLA-themed Web site where people can view the game trailer, download wallpaper for their computers and enter to win one of 103 prizes.

"Zaxby's is thrilled to be included in the exciting *Midnight Club Los Angeles* while giving away great game-themed prizes in our sweepstakes," said Zach McLeroy, Zaxby's CEO and co-founder. "Many of our loyal guests are gamers who might be surprised to see Zaxby's appear in the game."

Residents of the 12 states in which Zaxby's operates restaurants can enter to win prizes in the online sweepstakes by visiting www.zaxbysmcla.com. Contestants can enter once per day beginning Oct. 13 through Nov. 9.

- Grand Prize — one winner will receive an Xbox 360 Elite, a \$50 Visa gift card that could be used to purchase the video game, a \$50 Zaxby's gift card and an MCLA T-shirt.
- First Prize — three winners will each receive a \$50 Visa gift card that could be used to purchase the video game, a \$25 Zaxby's gift card and an MCLA T-shirt.
- Second Prize — 100 winners will each receive a \$5 Zaxby's gift card and an MCLA T-shirt.

Being involved with racing isn't something new for Zaxby's. The company is currently in its second season of sponsoring the No. 09 Ford in the NASCAR Craftsman Truck Series.

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 450 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.