



ZAXBY'S ROLLS OUT GAME DAY FILLET SANDWICH MEAL FOR HUNGRY FOOTBALL FANS

Quick-Casual Restaurant Brand Introduces New LTO Menu Item Promoted by All-Star Receiver Calvin Johnson

ATHENS, Ga. — To meet the tailgating needs of its football-friendly following, Zaxby's is rolling out the Game Day Fillet Sandwich Meal, available in all Zaxby's locations from now through Jan. 4, 2015. A Southeast favorite for chicken fingers and wings and one of the nation's fastest growing restaurant chains, Zaxby's has partnered with Detroit Lions all-star receiver Calvin Johnson to promote the new limited-time menu item.

"We love football at Zaxby's and wanted to bring the perfect game day meal option to fans that appreciate the game as much as we do," said Zach McLeroy, CEO and co-founder of Zaxby's, and University of Georgia football fanatic. "As Calvin Johnson explains in our current brand campaign, Zaxby's continues its 'Indescribably Good' tradition with the addition of the Game Day Fillet Sandwich Meal for a limited time to our already tailgating-friendly menu."

The Game Day Fillet Sandwich Meal features a crispy chicken breast fillet with just the right amount of kick on a lightly toasted bun, served with Crinkle Fries and a Small Beverage. Football fans will recognize Detroit Lions receiver Calvin Johnson touting the new menu item in Zaxby's current promotional campaign. In one television spot, Johnson, who has more than 65 career touchdowns and a 4.35-second 40-yard dash, uses his lightning-fast moves to enjoy his favorite Zaxby's meal. Another spot shows that although Megatron is adept at evading tackles on the field, he cannot always keep his fans—including two clever kids—from using trick plays to steal his sandwich.

As part of the Game Day Fillet Sandwich Meal, Zaxby's guests also enjoy The Coca-Cola Company's proprietary drink fountain, Coca-Cola Freestyle®. The sleek, stylish fountain is touch-screen operated, enabling guests to select from more than 100 regular and low-calorie brands – including many varieties of waters, sports drinks, lemonades and sparkling beverages that were not available in the U.S prior to the arrival of Coca-Cola Freestyle®.

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The Game Day Fillet Sandwich Meal is available in all Zaxby's restaurants from now through Jan. 4, 2015. In addition to the Game Day Fillet Sandwich Meal promotional campaign, Zaxby's is also highlighting its partnership with Make-a-Wish. Since 2011, Zaxby's has consistently increased its commitment to the non-profit organization in honor of the thousands of children the restaurant chain serves every year. In 2014, the brand donated \$450,000 and helped to grant 55 wishes.

Zaxby's currently operates more than 640 locations in 15 states — Alabama, Arkansas, Florida, Georgia, Indiana, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Texas, Utah and Virginia.

About Zaxby's

An alternative to fast food, Zaxby's offers its guests prepared-at-order Chicken Fingerz, Traditional or Boneless Wings, sandwiches, Zalads and Zappetizers, along with a variety of nine sauces ranging from Wimpy and Tongue Torch to Nuclear and Insane. Childhood friends Zach McLeroy and Tony Townley hatched the Athens, Ga.-based chain in 1990 to provide a fun, relaxing atmosphere that would keep guests coming back for more. Consumers ranked Zaxby's as the Most Craveable Fast Casual in America, in Technomic's *Consumer Brand Metrics* program for 2013 and 2014, and QSR Magazine listed the chain as one of the 12 *Best Franchise Deals* in 2013, as well as a Top 30 *Best Fast Food Restaurant*. In honor of the thousands of children the restaurant chain serves every year, Zaxby's is a proud supporter of Make-A-Wish®. The company operates more than 640 locations in 15 states, including Alabama, Arkansas, Florida, Georgia, Indiana, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Texas, Utah and Virginia. For more information, please visit zaxbys.com, zaxbysfranchising.com, facebook.com/zaxbys or follow on Twitter [@Zaxbys](https://twitter.com/Zaxbys).

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