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Checkers Unleashes Over-the-Top Flavor with New Digital Campaign

Company Beefs Up User Experience with New Websites and Kicks-off Social Media Presence

Tampa, FL - January 18, 2011 – Checkers Drive-In Restaurants, Inc., the largest double drive-thru restaurant chain in the United States, announced today the launch of its new digital campaign which includes new websites for both its [Checkers®](#) and [Rally's®](#) brands, a companion [mobile web](#) experience, a comprehensive [franchise sales website](#) and a broad reaching social media strategy featuring [Facebook®](#), [Twitter®](#), [YouTube®](#) and [Foursquare™](#) experiences designed to interact directly with fans. Furthermore, a new communication platform called the [Flavorhood™](#) was established to keep consumers informed on the latest Checkers and Rally's promotions, coupons, news and contests via email and SMS campaigns. Checkers named MODE, a branding and interactive agency based in Charlotte, North Carolina, as its digital agency of record in March 2010 and began work on the series of initiatives shortly thereafter.

“The driving force behind Checkers’ new digital campaign stems from our guests who demand big, bold, flavorful food,” said Terri Snyder, Executive Vice President And Chief Marketing Officer for Checkers Drive-in Restaurants, Inc. “We wanted to create communications loaded with the same spirit that they bring through our restaurants every day. Our aim was to establish a unique online experience that engages our guests’ passion for the brand and our insanely-craveable food.”

All-New Website

Inspired by Checkers & Rally's over-the-top attitude and its fully-loaded food, the new [website](#) was designed to be bright, fun and bursting with energy. The homepage has three wildly creative vignettes highlighting national promotions. As promotions change throughout the year, the scenes in the vignettes will change to match. It is a unique structure and one that represents the “live it big, load it big” spirit that is Checkers & Rally's. In addition, the site features an easy-to-navigate interactive food story and menu, a dynamic restaurant location finder, and market specific pages that allow local franchisee groups to highlight and control their own content and promotions.

Companion Mobile Web Experiences

Users who visit [Checkers](#) or [Rally's](#) on their mobile phones will receive a tailored web experience designed for their device at <http://m.checkers.com>. Here they can quickly access nearby restaurants, menu items and current promotions in a dynamic, visually engaging format, perfect for an on-the-go experience.

The Flavorhood™

A pillar of the digital communication strategy is the Checkers & Rally's Flavorhood, which allows the brand to communicate directly with its customers via e-mail, SMS and social media campaigns. New fans are invited to join the more than 75,000 already in the Flavorhood by visiting checkers.com/flavorhood.

Facebook® Fry Love Game

Visitors to [Checkers and Rally's Facebook page](#) now have the chance to truly show their passion for the brand's famous seasoned fries. In exchange for playing Fry Love, fans receive a free

french fry coupon. The game begins by pulling information from the users Facebook profile. Users can then post their results on their wall or play again.

Corporate and Franchise Sales Website

From sizzling careers to exciting franchising opportunities, checkerscompany.com is a one-stop spot for all things related to the business of Checkers. The sister site includes the latest news and franchise developments from the brand, as well as easy-to-find Company facts. Currently, Checkers has more than 800 restaurants open across the U.S. As for additional expansion, the Company is seeking to add several new development agreements in key markets such as New York, Atlanta, Boston, Charlotte, Providence, and Orlando.

“The new campaign we’ve created for Checkers & Rally’s has established a unique digital presence for the brand that truly resonates with fans,” said Tyler Hawes, Partner & Interactive Director for MODE. “Digital proved to be the perfect medium to execute the company’s localized marketing strategies and we’ve already received an extremely positive response from the thousands of fans.”

About Checkers®:

Checkers Drive-In Restaurants, Inc. is the largest double drive-thru restaurant chain in the United States. The company develops, owns, operates and franchises both Checkers and Rally’s restaurants. Based in Tampa, Florida, it has more than 800 restaurants open across the U.S. In recent years, the brand has been awarded several of the industry’s most prestigious awards including: “Best Drive-Thru in America” by *QSR Magazine* and the “Hot! Again Award” from *Nation’s Restaurant News*. For more information, visit checkers.com.

About MODE:

MODE is a branding and interactive agency that is passionate about creating and supporting strong, powerful brands. Whether collaborating with a cultural icon or crafting the brand of a new business, we create conversations between our clients and their audience. We rely on a process that addresses business needs and thrives on exchange, conversation and exploration. For more information, visit madebymode.com.