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## **Feast On Checkers As a New Restaurant Rolls Into Lake Orion, MI**

- New Location Now Open Serving Bold Food for Those Who Live It Big –

**Lake Orion, MI** – June 09, 2011 – Residents of Lake Orion, Michigan now have a new flavor-loaded burger joint to help satisfy taste buds around the clock. Checkers® Drive-In Restaurants, Inc. recently opened on June 9, 2011 at 1405 South Lapeer Road and is now serving up made-to-order, craveable burgers, famous seasoned fries and creamy shakes from 9:00 a.m. to 1:00 a.m., seven days a week. The new restaurant has a single drive-thru and an outdoor seating area for guests.

“We’re excited to open our first Checkers and serve the Lake Orion community,” said Mark Latshaw, Checkers franchisee and partner of Ken Mar Drive-Thru LLC. “I’ve owned several pizzerias in the past but opening a restaurant that serves juicy burgers and mouth watering fries has always been a dream. Our doors are open and we can’t wait to hear what residents have to say about our fresh, irresistible food.”

In addition to the new Lake Orion Checkers®, a second Checkers location recently opened on July 7, 2011 at 32320 Van Dyke Road in Warren, Michigan. Seasoned, seared and grilled to perfection, Checkers is known for providing great tasting, fresh food for today’s on-the-go guest. Signature items include the classic Big Buford®, Champ® Burger, loaded fries and classic bone-in wings tossed in one of five flavors. Each location strives to serve top-quality meals at a great value with Guest-Obsessed® hospitality, speed and accuracy.

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. With four unique building designs to choose from, new and existing franchisees are provided with a wider range of development options. Each design prototype is flexible and can be easily adapted to a variety of locations including airports, universities and turnpike plazas.

Checkers is now actively seeking franchise candidates who possess strong financial backgrounds, a passion for their communities and the willingness to maximize their territory’s sales through development

agreements generally ranging in size from a minimum of three units. Candidates should possess a minimum net worth of \$750,000 and liquid assets of at least \$250,000; however, financial qualifications will vary based on the opportunity available by market.

“At Checkers, we strive to maintain constant growth by listening to the needs of our franchisees and implementing new development strategies to further enhance our brand,” said Jennifer Durham, Interim Chief Development Officer and Vice President of Finance of Checkers Drive-In Restaurants, Inc. “We’re proud to offer a comprehensive support structure and one of the industry’s unparalleled operating systems. We ensure our restaurant owners, such as Mark Latshaw, are prepared with all the tools and resources needed to achieve success.”

Checkers recently unleashed a new digital campaign that includes a revised [website](#) a companion [mobile web](#) experience, a comprehensive [franchise sales website](#), and a broad reaching social media strategy, featuring both [Facebook](#) and [Twitter](#) experiences designed to interact directly with fans. Additionally, the Flavorhood™ communication platform was established to keep consumers informed on the latest Checkers promotions, coupons, news and contests via email and SMS campaigns. By expanding its presence in the digital realm, Checkers is establishing a unique online experience that engages its guests’ passion for the brand and its insanely-craveable food.

For more information on the new Lake Orion Checkers call 248-693-3198 or visit [www.checkers.com](http://www.checkers.com). For more information on the new Warren Checkers call 586-268-3339 or visit [www.checkers.com](http://www.checkers.com).

#### 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 about Checkers, please visit [www.checkers.com](http://www.checkers.com).

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