



Contact:
Rachel Tabacnic
954-893-9150
rtabacnic@fish-consulting.com

Feast On Checkers As a New Restaurant Rolls Into Memphis, TN

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

Memphis, TN – April 1, 2011 – Residents of Memphis, TN now have a new flavor-loaded burger joint to help satisfy taste buds around the clock. Checkers® Drive-In Restaurants, Inc. recently opened at 7938 Winchester Road and is now serving up made-to-order, craveable burgers, famous seasoned fries and creamy shakes from 10:00 a.m. to 1:00 a.m., Sunday through Thursday and from 10:00 a.m. to 3:00 a.m. on Friday and Saturday. The new restaurant has a single drive-thru, as well as indoor and outdoor seating for guests.

“We’re excited for our Checkers opening and look forward to serving our loyal guests in Memphis,” said Dwight Barker, Checkers franchisee and Chief Operating Officer of Tri State Restaurants, LLC. “This opening marks our 14th Checkers location and we plan to continue expanding the brands’ presence in the area. With a combined love and dedication for the QSR industry, we are determined to provide our local communities with the best service and keep them returning for our bold, flavorful food.”

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 Lynette McKee, CFE, Chief Development Officer 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 Dwight Barker and his partners, 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 Memphis Checkers call 901-590-0412 or visit 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.

###