



Contact:
Amanda Rich
954-893-9150
arich@fish-consulting.com

New Rally's Restaurant Feeds a Hungry Flint, MI Crowd

- New Location Now Open and Serving Signature Burgers and Fries -

Flint, MI – November 09, 2010 – Residents of Flint, Michigan now have a delicious new burger go-to option for lunch, dinner and late-night meals. Rally's®, part of Checkers Drive-In Restaurants, Inc. and the largest double drive-thru chain in the United States, recently opened at 4455 Corunna Road in the Lowes plaza and is now serving customers from 9:00 a.m. to 1:00 a.m. daily. The restaurant has both indoor and outdoor seating and serves walk-in and drive-thru customers.

“This is our fourth Rally's restaurant in Michigan and we are excited to grow in Flint,” said Rally's franchisee and CEO of IB Corporation Alan Balen. “We have been Rally's franchisees for 19 years and look forward to continuing to provide great tasting and affordable food to members of the community.”

Known for its full-flavored, hand seasoned burgers, thick shakes and famous seasoned fries; Rally's provides great tasting, fresh food for today's on-the-go guest. Signature items include the classic Big Buford®, Champ® Burger, loaded fries and new 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/Rally's has more than 800 locations open across the U.S. As for additional expansion, the company is seeking to add several new development agreements in key markets such as in New York, New Jersey, Philadelphia, Washington D.C., Baltimore, Detroit, Chicago and Atlanta.

Part of Checkers/Rally's' recent success is also credited to the Company's expansion into non-traditional locations such as airports, universities and turnpike plazas. That growth in combination with the advancement of end-cap and in-line designs is providing new and existing franchisees with a greater range of development options.

Franchisees should possess a strong financial background, a passion for their communities and the willingness to maximize their sales through area development agreements ranging from 3 -10 units.

Single restaurant development opportunities also exist in select markets as well as conversions into single and double drive-thru locations. Candidates should possess a minimum net worth of \$750,000 and liquid assets of at least \$250,000; however, financial qualifications may vary based on the opportunity available by market.

“Both non-traditional and conventional restaurant development are key components for Checkers and Rally’s to sustain the growth we’ve recently experienced and we’re confident our concept and product offering will continue to be attractive,” said Chief Development Officer of Checkers Drive-In Restaurants, Inc. Lynette McKee, CFE. “Our extensive training, operational support, national marketing and supply chain benefits are just some of the reasons why restaurant owners such as Alan Balen and his Flint location can focus on growing their business and the Rally’s’ brand.”

For more information about the new Flint Rally’s location, call 810-733-3809 or visit www.checkers.com.

About Checkers®/Rally’s®

Checkers/Rally’s 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 Rally’s, please visit www.checkers.com.

###