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Checkers Kicks Off 2011 With 12 New Restaurants Planned for Development
- Four New Agreements Signed for New York, Detroit, Philadelphia & Baltimore -

Tampa, FL – February 23, 2011 – Checkers Drive-In Restaurants, Inc. announced today it has signed agreements with four franchisees to develop 12 new restaurants in the West Bronx, New York City, Detroit, Philadelphia and Baltimore over the next several years. Checkers' development in these major metropolitan cities is part of a strategic growth strategy to expand the brand's presence in existing markets, as well as in new regions across the country.

Locations targeted for development include:

- Four units are to be developed in the West Bronx by Vijay Ghei of Fordham Foods (USA), Inc. The first restaurant is scheduled to open in November 2011 with the remaining three are to be completed by 2014.
- Mark Latshaw of Ken-Mar Drive-Thru, LLC plans to open two new restaurants in Detroit. The first location is set to open in March 2011 and the second is scheduled for July 2011.
- Jiger and Kalpesh Patel have signed on to open four new Checkers in Philadelphia with the first one scheduled to open in May 2011. The partners will develop the remaining three restaurants over the next three years.
- Mushtaq Cheema, Mahmood Ahmad and Misbah I. Malik have agreed to open two restaurants in Hagerstown, Maryland outside of Baltimore.

"We're excited to start 2011 with a full pipeline of new restaurants planned for development in our key markets," said Checkers' Chief Development Officer Lynette McKee. "Checkers' success and continued growth stems from our passionate franchisees who provide incredibly craveable food and high quality customer service to our guests every day. We look forward to the opening of these 12 new restaurants and becoming an integral part of their respective communities."

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.

Recently, Checkers 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.

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.

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