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Feast On Checkers As New Restaurants Roll Into Suffolk County, NY

- New Locations Set to Serve Bold Food for Those Who Live It Big –

LAKE GROVE, NY – JULY 5 2011 – Residents of Lake Grove and Lindenhurst, New York now have new flavor-loaded burger joints to help satisfy taste buds around the clock. Checkers Drive-In Restaurants, Inc. recently opened at 1975 Nesconset Highway in Lake Grove and is now serving up its piping hot, irresistibly good food from 10:00 a.m. to 1:00 a.m., seven days a week. The restaurant affords customers both a double drive-thru option or indoor seating.

The Lindenhurst restaurant is anticipated to open in the next two weeks and will be serving up made-to-order, craveable burgers and famous seasoned fries from 10:00 a.m. to midnight, Sunday through Thursday and from 10:00 a.m. to 2:00 a.m. on Friday and Saturday. The restaurant has a single drive-thru with both indoor and outdoor seating.

“This is our fifth Checkers restaurant and we can’t wait to serve the families in Lake Grove,” said Khursheed Ahmad, Lake Grove Checkers Franchisee and Partner at Mian Enterprise, Inc. “We joined the Checkers family because we believe everyone deserves great tasting, bold-flavored food at an affordable price. We look forward to growing our business and opening additional locations during the second half the year.”

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 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.

“We’re excited for our Checkers opening and look forward to serving the community in Lindenhurst,” said Joe Gatas, Lindenhurst Checkers Franchisee and Partner at FHG New York, LLC. “With over 30 years of quick service restaurant experience, this marks our 10th Checkers restaurant in Suffolk County and we anticipate a great turn out from the community. We are determined to continue to provide local residents with the best service and the incredibly flavorful food that Checkers is known for.”

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 wide 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 Joe Gatas and Khursheed Ahmad, 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 Grove Checkers call 516-849-5444 or visit www.checkers.com.
For more information on the new Lindenhurst Checkers call 631-991-3027 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.

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