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FOR IMMEDIATE RELEASE

Checkers & Rally's Explores Expansion Opportunities on the East Coast

Leading drive-thru burger franchise attends International Franchise Expo in New York and visits nearby growth markets on the East Coast

TAMPA – In late May, the Checkers & Rally's franchise development team traveled to New York City for the International Franchise Expo (IFE). The conference doubled as an opportunity to meet with thousands of entrepreneurs and aspiring franchisees and to scope out nearby real estate opportunities to continue the brand's growth trajectory on the East Coast for the iconic drive-thru franchise.

As the brand builds on record growth momentum from 2017 and celebrates 70+ anticipated new restaurant openings for 2018, the brands are on pace to hit almost 100 new restaurant openings in 2019. Checkers & Rally's Directors of Franchise Development Bruce Kim and Robert Bhagwandat are narrowing in on their next key markets for development with a fine-tuned focus on the East Coast.

"In areas of the East Coast where we already have a presence, our guests often ask when we are going to grow and develop with more locations," said Kim. "There is also tremendous opportunity within our untapped markets for a multi-unit franchisee to come in and grow the brand's presence. We are so excited about the potential in this region."

Checkers & Rally's is specifically eyeing a variety of markets in states including Connecticut, Massachusetts, Maryland, Delaware, Pennsylvania, New York, New Jersey and Virginia. In these states, the brand has the capacity to grow by more than 350 new restaurants and tap into markets that have not yet been introduced to the fan-favorite brand.

This fast-paced growth is made possible through the new modular restaurant design that was introduced by the brand last year. With this design, the modular units are built off-site in a controlled environment and delivered to the plot of land where the restaurant will operate. Eliminating the worry of weather delays and permitting issues, franchisees are able to grow with Checkers & Rally's at a much faster pace and at a lower cost.

"There is so much opportunity on the East Coast for new multi-unit franchisees to break into untapped markets and make them their own," said Kim. "Once we identify these multi-unit franchise partners we are ready to hit the ground running with finding real estate and growing our fan base in new and existing markets."

ABOUT CHECKERS & RALLY'S RESTAURANTS, INC.

Based in Tampa, Fla., Checkers & Rally's Restaurants, Inc., an iconic and innovative drive-thru restaurant chain known for its "Crazy Good Food," exceptional value, and people-first attitude, operates and franchises both Checkers® and Rally's® restaurants. With more than 870 restaurants and room to grow, Checkers & Rally's is a proven brand with flexible building formats that is aggressively expanding across

the country. Checkers & Rally's is dedicated to being a place where franchisees and employees who work hard can create opportunity for themselves, their families, and their communities. In recent years, the brand has been awarded several of the industry's most prestigious awards including: Ranking #140 on Entrepreneur's 2018 Franchise 500, Top Food and Beverage Franchise by Franchise Business Review, 2016 and 2017 Best Franchise Deals, "Best Drive-Thru in America" by QSR Magazine, the "Hot! Again" award from Nation's Restaurant News, and "#1 Most Craveable Fries" by Restaurant Business. For more information about franchise opportunities with Checkers & Rally's, please visit www.checkersfranchising.com.