

MEDIA CONTACT:

Sydney Creagh
No Limit Agency
312.526.3996
sydney@nolimitagency.com



FOR IMMEDIATE RELEASE

Checkers & Rally's Sets Pace for Record Year of Openings in 2019

The iconic drive-thru franchise is excited to break previous record of 50 new locations opened per year.

TAMPA, FL -- Leading burger chain with a focus on drive-thru, Checkers & Rally's is already showcasing strong growth in 2019, with no signs of slowing down. The boldly flavored burger-and-fries restaurant opened 87 new locations over the last two years. The brand boasts 878 restaurants, quickly approaching the 900-unit milestone and will begin the countdown to 1,000 restaurants system wide.

There are currently 14 openings slated for Q1 in hot markets including Houston, Texas; Memphis, TN; and Chicago, Illinois. Four restaurants have opened to date, and are off to a fantastic initial start.

Senior Vice President and Chief Development Officer Jennifer Durham said that Checkers' pipeline was built on a foundation of the unique and compelling modular building design that provides exceptional returns for franchisees and operators. Coupled with high-value and craveable products, Checkers and Rally's stands out. "Our motto is 'Crazy Good Food,' and that is what we insist on delivering to our guests. Guests of Checkers & Rally's know that they can expect quality meals of exceptional value, and they also know they can expect a positive customer experience thanks to our commitment to 'people-first' service," Durham said. "We have been able to ensure our franchisees' success because we know they're serving up the boldest flavors at the best value, and because our entire restaurant support center team takes care to offer operational support as new locations get off the ground."

Durham also emphasized that in 2018, 90 percent of Checkers and Rally's restaurants opened were existing franchisees. "Because our franchisees so thoroughly devote their time and resources to the business, they have the opportunity for multi-unit expansion, and they take it. That dedication drives our overall brand growth, which our performance in 2019 already reflects." In 2019, existing franchisees are expected to account for almost 70% of system growth.

Finally, Durham referenced Checkers and Rally's impressive list of awards and high rankings in top industry publications as a sign of growth-driving brand strength.

"Checker's & Rally's ranked #88 in Franchise 500 and was #32 on the fastest growing franchises per *Entrepreneur's Top 500 Franchises*. Checkers and Rally's was also ranked for the last three years on *Franchise Business Review's Top Food and Beverage Franchise* list," Durham said. "That points to a model that works for our franchisees and our guests, which means we have the necessary foundation to continue to expand. For 2019, we're looking forward to breaking the 900-restaurant mark as we continue the countdown to restaurant #1000."

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 nearly 900 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 #88 on Entrepreneur's 2019 Franchise 500, Top Food and Beverage Franchise by Franchise Business Review, 2016, 2017 and 2018 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.

###