

**FOR the
LOVE
of CHICKEN™**



FOR IMMEDIATE RELEASE

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CHURCH'S CHICKEN® UNVEILS MAJOR APP TRANSFORMATION

Streaming Music, Photo Filters, Rewards, Social Media, and Offers Part of Robust App Upgrade

ATLANTA, GA – “Our *brand* is people,” says Mark Snyder, Chief Global Marketing Officer for Church’s Chicken®. “Our *product* may be chicken, but the essence of why anyone chooses Church’s® comes down to our connection to people.” The statement clearly explains the just released breakthrough app update for the international chicken brand. In this latest version of the Church’s app, guests now have access to streaming music playlists, photo filters and ‘photo sticker’ tools, and plenty of upgrades to the app’s appearance, navigation, and integration with offers and discounts.

“Because people are such an important part of the Church’s story, we felt it was important to give our guests more access to the things they enjoy most,” Snyder continued. “We know a non-interrupted digital connection is important, so we have provided an experience that spans our guest’s day.”

The shift to a more robust, lifestyle photo centric experience is a game-changing move from the popular quick service restaurant brand. By expanding the interactions with the Church’s brand to include more than dining, Church’s has effectively created dozens of ways to attract, engage, and connect with its consumers – all from their mobile devices. The new app downloads are adding to the already more than 190,000 users who have downloaded the app since its original release in 2015. The new release is expected to bring thousands of more devotees to the app.

New app users are also being directed to the latest version through Church’s current Fanta® Flava Craze promotion which features instant-win codes on Fanta® beverages for music streaming subscriptions, food prizes, gear, and more. App users have access to exclusive Flava Craze offers which include the #FlavaCraze music streaming channel, along with several Fanta® themed icons and graphics within the photo filter portion of the app. Future promotions will also integrate seamlessly with the app, giving users a “first glimpse” at upcoming offers and events.

“People have always loved our delicious hand-battered juicy fried chicken,” Snyder finished. “But almost more important is that we’ve always loved them back. Whether it’s our commitment to quality, our involvement in our local communities, or creating a better digital app experience, Church’s wants to be a valued part of people’s everyday lives.”

The Church’s Chicken app is free to download and install and is available on Google Play and the App Store. For more information about the app and its features, please visit www.churchs.com.

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Headquarters: 980 Hammond Drive, Suite 100 Atlanta, GA 30328 (770)-350-3843

About Church's Chicken®

Founded in San Antonio, TX in 1952 by George W. Church, *Church's Chicken* is one of the largest quick service restaurant chicken chains in the world. *Church's* specializes in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, *Tender Strips*®, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. *Church's* (along with its sister brand *Texas Chicken*® outside the Americas) has more than 1,650 locations in 25 countries and international territories and system-wide sales of more than \$1 billion. For more information, visit www.churchs.com. Follow *Church's* on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.

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