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CHURCH'S® LAUNCHES NEW MOBILE APP THAT CLICKS WITH FANS WHO 'HAVE THE LOVE' FOR CHICKEN

Get the app and be rewarded instantly for your great taste

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ATLANTA, GA- *Church's Chicken*®, one of the largest quick-service chicken chains in the world, recently launched a free mobile application that taps into what fans love the most, great tasting food and deals. The *Church's*® app makes it easy to enjoy the country's best chicken by offering instant digital coupons just for signing up, weekly exclusive offers, and free chicken bliss after logging seven store visits. The app is available in English and Spanish.

"Our new app allows chicken lovers to access our most sought-after information right from the palms of their hands and to connect with us whenever and wherever," said Adam Tabachnikoff, Vice President of Activation and Product Marketing for *Church's Chicken*. "From the attractive special offers to the ability to keep track of rewards, app users may earn and redeem points at any Church's location with just a couple of clicks. The offers are always changing, which is perfect for fans who are hungry for more."

The new app also features a store locator for restaurants in the United States, a menu tab spotlighting signature dishes including the original hand-battered chicken, honey-butter biscuits, fried okra and more, plus opportunities to provide valuable feedback. Fans who want further engagement may use the app to connect to the official website and Facebook page for Church's.

The *Church's* app is free to download and available in both the Apple App and Google Play stores. For more information about the app, visit www.churchs.com.

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 in small batches throughout the day that are hand-battered and double-breaded, Tender Strips®, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, homestyle sides all for a great value. *Church's* has more than 1700 locations in 25 countries 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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