

**CHURCH'S CHICKEN® DEBUTS TWO EXCLUSIVE CLUBS
THE BIG TEX CLUB SANDWICH – A NEW TAKE ON THE
CLASSIC CLUB AND CHURCH'S GUEST STAR CLUB
*Bacon, Cheese and Savings for All***

ATLANTA – (September 30, 2013) – Church's wildly popular Big Tex sandwich is about to get even more popular with the limited time offer of the Big Tex Club sandwich debuting today. The new sandwich includes a menu item that is a favorite of Church's customers – two freshly prepared crunchy, juicy Tender Strips® surrounded by crispy bacon, American cheese, lettuce, pickles and mayo served between two buttery slices of Texas Toast.

“The Big Tex Club is a natural extension of the Big Tex sandwich that we introduced last year. With the addition of bacon and cheese to an already great selling sandwich, the new Big Tex Club is sure to be another fan favorite.” said Rob Crews, Church's Chief Marketing Officer. “Big Tex delivers on its name – it's a big sandwich with an even bigger value. There are endless opportunities to take the Big Tex sandwich and add new ingredients and flavors that will no doubt continue to engage our fans with new versions of their favorite sandwich.”

The other big Club at Church's is its Guest Star Club. It's open to anyone who is looking for exclusive deals and savings and news about promotions and menu items. Membership is free and it's an easy club to get into. Visit www.churchs.com and click on *Join the Club* on Church's homepage and sign up.

The Big Tex Club sandwich is available at participating restaurants starting at \$2.99 and \$4.99 for a combo meal with small fries and small drink. The Big Tex Club is available now through November 3, 2013.

ABOUT CHURCH'S CHICKEN

Founded in San Antonio, TX in 1952, Church's Chicken® is a highly recognized brand name in the Quick Service Restaurant sector and is one of the largest quick service chicken concepts in the world. Church's serves up a rich tradition of gracious Southern hospitality and freshly prepared, high quality, authentic home-style fare, to help people provide affordable, complete meals for their families. Church's menu includes flavorful chicken both Original and Spicy and Tender Strips® and sandwiches with classic sides and hand-made from scratch biscuits. The Church's system consists of more than 1700 locations in 25 countries and system-wide sales of more than \$1 billion. For more information on Church's Chicken, visit www.churchs.com