

CHURCH'S CHICKEN® CUSTOMER FAVORITE
HONEY-BUTTER BISCUITS ON THE MENU WITH A NEW LOOK AND TASTE
Bigger, Better Biscuits with More Honey-Butter

ATLANTA – (April 1, 2013) – In addition to its world famous chicken, fans around the globe crave Church's Honey-Butter Biscuits. The quick service restaurant chain is introducing today a bigger, better biscuit that will have Church's Chicken fans struggling to eat just one of its world famous biscuits.

“Our biscuits have amazing crave-ability with our fans. Aside from our original and spicy chicken, the biscuits rise to the top of our customer's must-have menu items when they visit our restaurants,” said Rob Crews, Chief Marketing Officer for Church's. “And the numbers show how much in demand our biscuits are with our customers. In 2012, we prepared and served more than 160 million honey-butter biscuits. There's no doubt that Church's will exceed that number this year with the new biscuits on our menu.”

Biscuits and fried chicken always bring back memories of moms and grandmothers preparing for hours to make hot, out of the oven and fryer the freshest, tastiest biscuits and chicken for their families. George W. Church Sr., the founder of Church's, knew even 60 years ago, that not everyone could afford the time needed to make great food from scratch.

Church's Chicken does all the work to provide meals that taste just like mom and grandmother used to make. The biscuits are handmade and freshly prepared throughout the day at all Church's restaurants. Now, Church's new biscuits are bigger with extra honey-butter that delivers a perfect balance of sweet and savory tastes in every bite.

The new Bigger, Better Biscuits are available hot and fresh for only .59 cents for 1 biscuit; .99 cents for 2; \$1.69 for 3 and the best value deal of only \$2.89 for 6 biscuits. Prices may vary in participating Church's restaurants.

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, Tender Strips® and chicken sandwiches with classic sides and hand-made from scratch honey-butter biscuits. The Church's system consists of more than 1700 locations in 24 countries and system-wide sales of \$1.2 billion. For more information on Church's Chicken, visit www.churchs.com