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Church's New Advertising Agency

ATLANTA – (January 14, 2013) – Rob Crews, EVP and Chief Marketing Officer for Church's Chicken announced today that ESW Partners will be Church's new creative ad agency of record. The Chicago based agency has experience working with other fast food chains over the last decade.

ESW Partners is a fully integrated marketing communications agency specializing in branding. The agency will provide strategic and creative direction for campaigns that will incorporate broadcast, print, in-store and interactive media.

ESW is joining Church's at a time of transition. With a solid management team now in place, the brand is focused on its short- mid- and long- range growth strategies, strategic initiatives to increase profitability, product innovation, optimizing relationships with stakeholders and updating and reimagining its company restaurants.

"Our partnership with the team at ESW will focus on developing marketing campaigns that will convey our product quality and value story, drive profitable traffic, enhance guest engagement and create a distinct competitive positioning," said Crews. "We also have a robust pipeline of menu items that we'll introduce and showcase with a new creative campaign. "

Jim Signorelli, founder and CEO of ESW Partners, spent many years at some of the top national advertising agencies before co-founding ESW. "This is an exciting time to be partnering with Church's," said Signorelli. "Church's is a beloved brand. We're proud to be part of this brand's evolution as we work to help it gain even more deserved interest in what is already a unique and compelling brand story."

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 Southern-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 biscuits. The Church's system consists of more than 1700 locations in 23 countries and system-wide sales of \$1.2 billion. For more information on Church's Chicken, visit www.churchs.com

ABOUT ESW PARTNERS

Established in 1999, ESW Partners has been cited as one of Chicago's fastest growing marketing/communications agencies. The agency is largely comprised of senior advertising executives who have worked at major agencies coast-to-coast and bring specialized skills in the area of multi-unit retail. ESW Partners employs a field-tested proprietary planning process called StoryBranding, from the best-



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selling book with the same title. ESW's stated mission is to find and effectively communicate brand stories that powerfully resonate with prospects and employees.