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New Hires and Promotions

ATLANTA -- (January 18, 2012)—Church's Chicken® Chief Executive Officer Jim Hyatt, after only four months at the helm of the globally recognized chicken QSR chain, announced today key talent acquisitions and promotions to its leadership team.

“As we move forward to strengthen our brand globally and relentlessly work on improving restaurant operations and profitability for all our stakeholders, it's important to continue to bring the right mix of experience, strategic foresight and drive to our team,” said Jim Hyatt. “

Effective immediately, the new leadership team members and promotions are as follows:

Edward Brett, Executive Vice President, Chief People Officer joins Church's after having served as a consultant for the brand in 2011. Prior to joining Church's, Mr. Brett was the Executive Vice President of Human Resources and Community Affairs for Macy's, Inc. Central Division in Atlanta. He also served in senior positions in Human Resources at Gaylan's Trading Company and Circuit City. As Chief People Officer, Mr. Brett's responsibilities include HR operations, improving talent acquisitions and development and employee relations. He reports to CEO Jim Hyatt.

Edward Williams, Vice President, Company Operations most recently was at Burger King Corporation with the same title. He will be responsible for deploying key initiatives and multi-unit operator development as well as sales and profit improvement for 250 company owned restaurants. The multi-unit infrastructure includes 32 market leaders and 3 zone directors. Mr. Williams reports to Jim Bowie, President, U.S. Operations.

Zack Kollias has been promoted to Executive Vice President, International Operations. Mr. Kollias joined Church's in 2005 and has led the international team since 2006. His responsibilities include overseeing operations, restaurant development, purchasing, training, marketing and new product development for 442 Church's /Texas Chicken franchise restaurants in 21 countries. Mr. Kollias reports to Jim Hyatt, CEO.

Marcus Wasdin, has been promoted to Vice President, Information Systems and Learning Technology. In his new role Mr. Wasdin will be responsible for aligning the company's information systems to achieve the brand's goals and objectives. This includes optimizing internal and external resource systems in support of global company and restaurant operations. He will report to Dusty Profumo, Chief Financial Officer.

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 and crispy tenders and Southern Style Chicken sandwiches with classic sides and hand-made from scratch biscuits. The Church's system consists of more



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than 1700 locations in 22 countries and system-wide sales of \$1.2 billion. For more information on Church's Chicken, visit www.churchs.com