New SVP Brand Marketing

ATLANTA – (JULY 13, 2011) – Church's Chicken announced today that Joel Bulger has joined the company as Senior Vice President of Brand Marketing for the quick service restaurant chain. Mr. Bulger's responsibilities will include brand positioning and management, advertising and promotions.

"Joel's solid track record and expertise in QSR, casual dining and fast casual restaurants will be invaluable as we position our brand for future growth." said Mel Deane, CEO, Church's Chicken.

Bulger joins Church's from Focus Brands where he was vice president of brand marketing for Moe's Southwest Grill. In that role he was responsible for all national marketing, advertising, media and targeted consumer research for the 430 unit brand.

Prior to Focus Brands, Mr. Bulger held various positions at Darden Restaurants, Inc., Wendy's International and The Coca-Cola Company.

Joel Bulger is a graduate of Mercer University, Stetson School of Business and Economics where he received his Master of Business Administration graduating at the top of his class and a B.A. in Advertising/Journalism from the University of Georgia.

ABOUT CHURCH'S CHICKEN

Founded in San Antonio, Texas, 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 Chicken® serves freshly prepared, high quality, flavorful chicken both Original and Spicy and tenders, boneless and bone-in wings, Crispy Chicken Taco and Southern Style Sandwich with classic sides and hand-made from scratch biscuits. Church's differentiates from its competitors in care and attention given in preparation of food, and is positioned as the value leader in the Chicken QSR category. As of March, 2011, the Church's system consisted of more than 1,700 locations worldwide in 23 countries, with system sales approaching $1.2 billion. For more information on Church's Chicken, visit www.churchs.com.