

NEW TEXAS CHICKEN
MAKES ITS DEBUT ON THE MENU AT CHURCH'S CHICKEN®
ALL THE FLAVORS OF YOUR FAVORITE BACKYARD GRILLED CHICKEN
Brand New Advertising Campaign Supports Launch

ATLANTA – (May 28, 2013) – Church's new Texas Chicken, debuting on the menu for a limited time, is a half chicken marinated in special seasonings and cooked without batter or breading to a juicy, crispy golden brown. While it's still hot, the chicken is dusted with a special blend of Texas seasonings that work like magic as it melts into a delicious barbecue glaze. The seasonings add a little bit of sweet and a little bit of spicy flavor and a smokiness reminiscent of your favorite backyard grilled chicken.

"Texas is the birthplace of Church's Chicken and our chicken has been at the center of our culture since day one," said Rob Crews, Chief Marketing Officer for Church's. "Our product innovation team developed a whole new way to enjoy Church's with a new menu item that pays tribute to Church's Texas roots and some of the best barbecue in Texas."

Texas Chicken is available for a limited time through July 28, 2013 at participating restaurants. The price for a half chicken starts at \$3.69 and a combination meal at \$5.69. Prices may vary at Church's Chicken restaurants.

Life's Too Short to Skimp New Advertising Campaign

The launch of Church's new advertising campaign starts with the introduction of its new Texas Chicken. The campaign showcases Church's in a whole new light with a fun, relevant way to communicate what the brand is all about. With the growing perception by consumers today that companies are "skimping" on everything from packaging to customer service, Church's *Life's Too Short to Skimp* campaign is a proclamation that applies to the quality of the brand's food, guest experience and restaurants. The ads bring to life the idea that there's skimping going on but not at Church's. One of the vignettes shows a young man trying to squeeze into his movie theatre seat and another shows a man opening up a bag of chips that's half full. The spot evolves into the same guys eating Church's new half chicken portion of Texas Chicken and a voice over that says, "At Church's we don't believe in skimping on chicken. To prove it we're introducing an idea so big, it had to be called Texas Chicken."

Also launching today is Church's brand new website. Please check it out at www.churchs.com

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