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Song Contest Winner Announced

ATLANTA – (November 10, 2010) – Live on stage in Las Vegas at Church's Chicken convention for its franchisees and company team members was Ben Backus from Ruston, LA performing his top prize-winning song about Church's Spicier Spicy Chicken. Ben's song title is "Chicken Genius" and is already available on iTunes. Ben won \$3,000 and a year's supply of Church's Chicken for his cutting edge video and song.

Ben Backus, 22 years old, a student at Louisiana Tech University majoring in business administration is a singer songwriter in a local band called Heavens to Betsy. He wrote the Chicken Genius song and produced the video along with his longtime friend Ben Butwell, 26 years old who is a videographer.

Jedidiah Brown, 17 years old, and YouTube phenomenon was the inspiration for the contest after he made a home video and sang a song in his own words about Church's Chicken. Jedidiah's fried chicken song has had more than 2 million views. He also performed at Church's convention and brought the house down with his popular video song and his brand new original song "Chicken & Fries."

"Competition for Church's Spicier Spicy Chicken Song Contest was fierce. There were so many talented people who submitted some very cool and creative videos," said Bonnie Warschauer, VP of Communications, Church's Chicken. "It was extremely difficult to choose the winners. And based on the votes entered by consumers, it was hard for them too. The final voting was very close."

Consumers along with a team of Church's Chicken staff voted first for the top six and then narrowed the finalists down to the top three video songs.

The video song that came in second place "No Spice, No Dice" was a collaboration of three friends. Michael Stettes, 26 years old, works for the Department of Transportation in Washington, D.C. as a writer and editor. Stettes is the creator of the song. Ben Stahl, 25 years old, along with Michael recorded the music. Ben is a high school music teacher. Bob Rose, 29 years old, shot and edited the video. He is an independent videographer and film editor. They all reside in Maryland. They split the 2nd place prize money of \$1,500 for their efforts.

Sebastian Castro from San Antonio, Texas came in third with his "Getting Out of Work Early to Feed the Spicy Cravings" video song. He won \$500. Sebastian wrote the song and directed the video. The song was performed by Kurt Mouton also of San Antonio, Texas. Castro heads up a multimedia company that includes video production and web design and development.

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 Spicier Spicy and tenders, boneless and bone-in wings, and Crispy Chicken Taco with classic sides and hand-made from scratch biscuits. Church's differentiates from its competitors in care and attention given in preparation of



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food, and is positioned as the value leader in the Chicken QSR category. As of March 2010, the Church's system consisted of more than 1,700 locations worldwide in 22 countries, with system sales approaching \$1.2 billion. For more information on Church's Chicken, visit www.churchs.com.