

It's Crunch Time!™



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Southeast Asia to See Major Expansion of Texas Chicken®
70 New *Texas Chicken* Restaurants expected by 2023

ATLANTA, GA – In a move that marks the single largest international expansion in *Texas Chicken* history, the brand announced a deal to bring its restaurants to malls, inline locations, and stand-alone stores throughout Thailand. Of the 70 planned restaurants, one is already slated to open this year, and two more are nearing construction. The exclusive agreement with Public Company Limited (PTT), the Petroleum Authority of Thailand, will leverage PTT's existing infrastructure throughout the region, as well as the company's expertise with operations and the quick-service restaurant industry.

"The *Texas Chicken* brand story has resonated in the Southeast Asia market for a long time," explained Tony Moralejo, Chief Development Officer at *Texas Chicken*. "We are honored to be working with another great company to share *Texas Chicken*'s high-quality food, which customers love, throughout the region."

Such large-scale expansions are a cornerstone to the brand's international growth strategy. In fact, one of the key criteria for international franchisees is the willingness and ability to deliver country-wide presence in a relatively quick time frame. Another motivating factor for the development agreement is the franchisor model, which is aimed at delivering maximum profitability for the franchisee or franchisee group. The new Thailand deal is most definitely a benchmark example of the strategy at work.

"PTT has a very diverse portfolio that includes concepts in the food and restaurant space. We are proud to add a premiere brand like *Texas Chicken* to our portfolio and introduce the popular restaurant chain to Thailand," said Mr. Sarun Rungkasiri Chief Operating Officer, Downstream Petroleum Business Group at PTT. "The legacies of both PTT and *Texas Chicken* are a perfect match, and we are looking forward to a long and prosperous future."

"As one of the world's leading companies, our new international franchisee is incredibly well respected within the region and ideally positioned to bring guests the *Texas Chicken* experience," said Zack Kollias, Executive Vice President International Operations at *Texas Chicken*. "We're looking forward to working together to create something truly special for this market."

"Already the top protein choice in Southeast Asia, chicken is positioned to keep growing in the future," said Bill Schreiber, Vice President Worldwide Business Development at *Texas Chicken*. "*Texas Chicken* has an excellent track record of being the preferred fried chicken offering when compared to other brands."

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About Texas Chicken / Church's Chicken®

Founded in San Antonio, TX in 1952 by George W. Church, *Church's Chicken*, along with its sister brand *Texas Chicken* outside of the Americas, is one of the largest quick service chicken restaurant chains in the world. The brands specialize in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, *Tender Strips*®, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. *Church's Chicken* and *Texas Chicken* have more than 1,650 locations in 25 countries and global markets and system-wide sales of more than \$1 billion. For more information, visit www.churchs.com. Follow *Church's*® on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.

About Public Company Limited (PTT)

Established in 1978 Public Company Limited (PTT), the Petroleum Authority of Thailand is a premier multinational energy company based in Bangkok, Thailand. PTT strives to conduct integrated energy and petrochemical business as the nation's energy company. The PTT business portfolio includes natural gas exploration and production, natural gas procurement & distribution, retail marketing – including more than 375 supermarkets, foreign business investments and petrochemical refining. For more information, visit www.pttplc.com.

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