



1/7/2013

Ultimate Value Trio

ATLANTA – (January 7, 2013) – Starting today at all participating Church's Chicken restaurants the QSR chain is featuring the Ultimate Value Trio – a new twist to its already popular Value Sandwich.

The sandwich trio delivers new flavors to Church's Value Sandwich.

- Jalapeno Bomber Chicken Sandwich – 3 Jalapeno Bombers, Mayonnaise and Lettuce
- BBQ Bacon & Cheese Chicken Sandwich – Bacon, Cheese, Honey Barbecue Sauce, Lettuce
- Bacon & Cheese Chicken Sandwich – Bacon, Cheese, Mayonnaise, Lettuce

“We continue to deliver on Church's promise to our customers – to provide variety and great value when they visit our restaurants,” said Rob Crews, Church's Chief Marketing Officer. “And with the added convenience of another hand-held, portable menu item, the Ultimate Value Trio is bound to be another customer favorite.”

Church's Ultimate Value Trio is available at participating restaurants with prices ranging from \$1.59 - \$1.99 through January 27, 2013.

ABOUT CHURCH'S CHICKEN

Founded in San Antonio, Texas, in 1952, and celebrating its 60th Anniversary, 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 crispy tenders and chicken sandwiches 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. The Church's system consists 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.