



NEWS RELEASE

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Local Hardee's Restaurant Earns National Operational Excellence Award

PARKERSBURG, W.V. (July 8, 2010) – A Hardee's® restaurant here operated by franchisee Restaurant Management Group (RMG) earned a 2010 Restaurant Operational Excellence Award from Hardee's Food Systems for outstanding performance over the past year.

The winning Hardee's is located at 1440 7th St.

The Operational Excellence Award from Hardee's is based on three specific guidelines: an individual restaurant's performance in quality assurance audits, its score on an operational assessment and guest satisfaction. Fewer than 1 percent of the 1,231 Hardee's franchise restaurants nationally earned the award.

"We're very proud of the team in Parkersburg who earned this Operational Excellence Award," said Jack Mangan, president of RMG. "This award is evidence of the hard work, teamwork and commitment to customer satisfaction that are present every day."

"Hardee's continued success is due in large part to the hard work and dedication of our franchisees," said Michael Murphy, president and chief legal officer of CKE Restaurants, Inc. "All of our franchise award winners share Hardee's commitment to providing guests with the best food, service and dining experience in the industry. It is a pleasure to have them on the Hardee's team. It is our hope that all of our owners and operators are inspired and motivated by these great achievements and will continue to help lead us to a successful 2010 and beyond."

The awards were presented at a special awards banquet held in St. Louis, Mo. on June 29.

About RMG

RMG is the sixth-largest Hardee's franchisee in the United States. The company owns and operates Hardee's restaurants in and around the Tri-Cities region of Virginia and Tennessee as well as in West Virginia, Ohio and Pennsylvania. RMG also owns and operates another restaurant franchise in northeast Tennessee, southwest Virginia, North Carolina, Georgia and Florida. For more information about RMG and our coupons and drawings for free menu items, visit www.rmgestaurants.com