



Two great tastes. One great place.

FOR IMMEDIATE RELEASE

Contact: Rick Rountree
rick@rickroutree.com
919-878-1144

FAIRMONT HARDEE'S COMPLETES REMODELING AND ADDS RED BURRITO MEXICAN FARE TO MENU

FAIRMONT, W.V. (June 3, 2010) – The Hardee's® at 2649 Whitehall Blvd. has not only undergone a major remodeling but also become a Hardee's/Red Burrito® location. The addition of the Red Burrito menu will give Hardee's Thickburger® customers a chance to change it up by ordering Mexican fare.

The newly converted Hardee's/Red Burrito continues both inside dining and drive-thru service. The Red Burrito menu features fresh burritos along with other authentic Mexican-style items like a taco salad, nachos and soft or hard-shell tacos. All entrees are prepared with all-white-meat chicken or seasoned beef. The signature "Red Burrito" is made with chicken or beef, refried beans, rice and salsa, wrapped in a warm flour tortilla and topped with red sauce and melted jack and cheddar cheese.

The Hardee's/Red Burrito concept began at sister chain Carl's Jr. when the first Carl's Jr./Green Burrito restaurant was opened in California in 1994. It proved successful and Hardee's soon followed suit and now has over 100 dual-branded restaurants across the Midwest and Southeast.

The remodeling of the Hardee's here was recently completed by franchisee Restaurant Management Group (RMG). "We're pleased to offer our customers new variety with the addition of the Red Burrito menu as well as a fresh, remodeled look and feel," said Jack Mangan, RMG president. "We're glad to do this to demonstrate our commitment to the Fairmont area and to bring the Red Burrito success story elsewhere to our customers here."

The remodeled Hardee's creates a contemporary-style makeover of the restaurant, the first in West Virginia to be remodeled by RMG. The restaurant now features the Hardee's "Classic Star" décor which includes barstool-height chairs and tables and stainless steel finishes to create a contemporized 1950s look. The highly stylized exterior showcases a tower and the Hardee's star icon, both elements of the latest Hardee's prototype restaurant design.

About RMG

Restaurant Management Group (RMG) operates more than 70 franchised restaurants across eight states, including 42 Hardee's locations. Founded in 2000, RMG is the sixth-largest Hardee's franchise in the U.S. with locations in Tennessee, Virginia, West Virginia, Ohio and Pennsylvania. The company's sister brand has locations in Tennessee, Virginia, Georgia, Florida and North Carolina as well. RMG is based in Kingsport, TN. For more information, our coupons and to enter drawings for free menu items in our restaurants, visit www.rmgregaurants.com.

About Hardee's

Celebrating 50 years in the quick-service industry, Hardee's Food Systems is a wholly owned subsidiary of CKE Restaurants, Inc. (NYSE: CKR) of Carpinteria, Calif. As of the end of its fiscal 2010 third quarter, CKE Restaurants, Inc., through its subsidiaries, had a total of 3,147 franchised, licensed or company-operated restaurants in 42 states and in 14 countries, including 1,221 Carl's Jr. restaurants and 1,913 Hardee's restaurants. For more information, or to find a Hardee's near you, go to www.ckr.com or www.hardees.com. Hardee's social media sites include www.facebook.com/hardees, www.twitter.com/hardees and www.youtube.com/hardees.

###