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

KINGSPORT, TN. (Dec. 13, 2010) – The Hardee's® at 4256 Fort Henry Drive has not only undergone a major remodeling but is also becoming 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 just completed by franchisee Restaurant Management Group (RMG). "We're excited to give the store a fresh, new look and feel and to offer our customers in Kingsport even more variety with the addition of Red Burrito," said Randy Rippetoe, RMG director of operations. "We're committed to our hometown presence in the Tri-Cities and are pleased to show it with this remodel."

The remodeled Hardee's creates a contemporary-style makeover of the restaurant, the first of several to be remodeled by RMG including others in the Tri-Cities. 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.rmcrestaurants.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. of Carpinteria, Calif. As of the end of the second quarter of fiscal 2011, CKE Restaurants, Inc., through its subsidiaries, had a total of 3,149 franchised, licensed or company-operated restaurants in 42 states and in 18 countries, including 1,239 Carl's Jr. restaurants and 1,898 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.

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