



NEWS RELEASE

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Hardee's Operated by RMG Raise Over \$65,000 for Patriot Foundation to Support Families of Fallen Troops

KINGSPORT, TN. (Dec. 12, 2011) – Hardee's® restaurants operated by franchisee Restaurant Management Group (RMG) have raised more than \$65,000 for the Patriot Foundation to support military families and provide educational scholarships to children of fallen U.S. Army soldiers. The in-restaurant fundraiser was part of the Stars for Troops program launched by CKE Restaurants, parent company of Hardee's.

The \$65,323 was raised during a four-week period ending on Veterans Day at all 42 Hardee's locations operated by RMG across the Tri-Cities region, in West Virginia, Ohio and Pennsylvania. Customers who purchased a star cut-out for \$1 received a special coupon booklet with discounts valued at more than \$10 on Hardee's menu items. The personalized stars served as decoration on the walls of the restaurants. All proceeds raised from the sale of stars benefited the Patriot Foundation.

RMG's Hardee's customers raised more money for the Patriot Foundation this year than any other Hardee's franchise operator or company-owned restaurants in this part of the Eastern U.S. RMG has supported the Patriot Foundation for the past several years.

"We've always been active supporters of the military and we're glad to see our customers support these soldiers and their families who have sacrificed so much," said Pierre Boursse, an RMG partner and a military veteran.

The Patriot Foundation supports five charities that provide scholarships for dependent children of Special Operations, the 82nd Airborne, the 18th Airborne Corps, the Warrior Transition Battalion and Survivor Outreach Services for Soldiers, all based in Fort Bragg, N.C. The Foundation also provides funding for child care for the families of disabled soldiers whose spouses need to obtain additional job training.

"The Patriot Foundation is very grateful for the support that RMG and Hardee's have provided again this year," said Chuck Deleot, chairman of the Patriot Foundation based in Pinehurst, N.C.. "Hardee's is an important corporate partner in our program to provide scholarships for the children of soldiers killed, wounded, and injured fighting for our country. Many families will have a brighter future because of Hardee's' help."

To date, more than 600 children of soldiers have received scholarship support from the organization and over \$1.5 million has been raised since the Patriot Foundation's

founding in 2003. For more information about the Patriot Foundation, visit www.patriotscholarships.com.

About RMG

Restaurant Management Group (RMG) operates 42 Hardee's locations. Founded in 2000, RMG is the sixth-largest Hardee's franchise in the U.S. with locations in West Virginia, Tennessee, Virginia, Ohio and Pennsylvania. The company's sister restaurant brand has 40 locations in Tennessee, Virginia, Georgia, Florida and North Carolina. 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. of Carpinteria, Calif. As of the end of Q2 fiscal 2012, CKE, through its subsidiaries, had a total of 3,202 franchised, licensed or company-operated restaurants in 42 states and in 23 countries, including 1,278 Carl's Jr.® restaurants and 1,914 Hardee's restaurants. For more information, or to find a Hardee's near you, go to 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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