



Moore's Stand-Alone Chick-fil-A Restaurant Opening Feb. 5

Chick-fil-A Will Give Away Free Year's Supply to First 100 in Line and Create More Than 65 New Jobs

OKLAHOMA CITY, Okla. (Jan. 26, 2009) – Chick-fil-A® and its Eat Mor Chikin Cows will do their part to “booost” and support the local economy with the opening of Moore’s first stand-alone Chick-fil-A restaurant on Feb. 5, giving away more than \$26,000 in free food and creating more than 65 new jobs in the market.

Chick-fil-A will award a one-year supply of free Chick-fil-A Meals (52 certificates) to each of the first 100 adults in line, age 18 and older with identification, at the restaurant located at 2201 S. Telephone Rd. in Moore. The line officially begins forming up to 24 hours before the grand opening with the prizes being awarded Thursday, Feb. 5, sometime between 6 a.m. and 6:30 a.m. The restaurant will open for business immediately afterward.

With the country facing challenging economic times, Chick-fil-A continues to grow with plans to add 65 new stand-alone locations across the nation this year, creating more than 4,200 new jobs as well as providing a positive business impact in local communities.

“Chick-fil-A is grateful that we in a position to continue our restaurant expansion,” said Chick-fil-A Inc. President Dan Cathy, son of the chain’s founder Truett Cathy. “Our dedicated franchised Operators across the chain continue to provide freshly prepared Chick-fil-A menu items and exemplary service that keep our raving fans dining with us. We don’t take that for granted.”

One way Chick-fil-A thanks its most loyal customers is by giving away more than \$26,000 in free food as part of its “First 100” promotion at each grand opening. Chick-fil-A’s raving fans often come from hours away, bringing tents, computers, furniture, games and even swimming pools to participate in the event which was launched more than five years ago to celebrate the opening of the chain’s first stand-alone restaurant in Arizona.

“Since that first person pulled up in our parking lot in 2003 and asked where to get in line, we’ve given away more than \$9.1 million in free Chick-fil-A food at our grand openings,” said Cathy, who has camped out at more than 80 of the events across the country.

"We're flattered that our new customers think enough of our food and our service that they are willing to brave snow, wind, rain and triple-digit temperatures to help us celebrate each new Chick-fil-A opening year round. Plus, it's just lots of fun. "

Brian Hilgenfeld has been selected to operate the new Moore Chick-fil-A restaurant where he will employ approximately 65 team members. Hilgenfeld, celebrating 10 years as a Chick-fil-A franchised operator, is relocating from the Chick-fil-A restaurant at Quail Springs Mall in Oklahoma City.

"Since its first chain restaurant opened more than 41 years ago, Chick-fil-A has set a high standard for its customers by providing freshly prepared food and personalized customer service," said Hilgenfeld. "My team and I look forward to extending that legacy at our new Moore restaurant."

The Chick-fil-A on Telephone Road features a 4,227-square-foot interior that seats 134 and has warm colors and wood accents as well as an indoor play area for children that includes an interactive section for toddlers and a convenient, award-winning drive-thru. The new restaurant is open Monday through Saturday from 6:30 a.m. to 10 p.m., serving a full breakfast menu until 10:30 a.m.

The new Moore Chick-fil-A is the fifth stand-alone Chick-fil-A in metro Oklahoma City and the ninth in the state. Chick-fil-A first opened two mall locations in Oklahoma City and Norman in 1976.

The menu at the new restaurant will include several enhancements rolled out chain-wide in 2008. These include a new Chick-fil-A Chargrilled and Fruit Salad with Harvest Nut Granola topping, Chick-fil-A Chick-n-Strips[®] that are 50 percent larger and are complemented by a new proprietary dipping sauce called Chick-fil-A Sauce[™], a Chick-fil-A Chicken Salad Sandwich served on a new premium Wheat-berry bread with green leaf lettuce, and Cool Wrap[®] selections that come in a new multi-grain flatbread.

Aware of rising health concerns among the population and especially for children, Chick-fil-A has eliminated artificial trans fat from its entire menu and was among the first national quick-service restaurant chains to offer a complete menu – from entrées to condiments – with zero grams of trans fat.

A convenient way for Chick-fil-A customers to get their favorite Chick-fil-A menu items on the go at the new restaurant is the award-winning drive-thru. In 2008, Chick-fil-A was named Best Drive-Thru in America by QSR magazine for the fifth time. After a three-month industry study of 25 quick-service restaurants, Chick-fil-A topped the annual industry survey which measures order accuracy, speed of service, menu board appearance and speaker clarity.

About Chick-fil-A Inc.

Truett Cathy developed the original Chick-fil-A boneless breast of chicken sandwich in his 24-hour Dwarf House® diner near Atlanta in the early 1960s and he opened his first Chick-fil-A® restaurant in Atlanta's Greenbriar Mall in 1967. The chain has grown to more than 1,425 locations in 38 states and Washington, D.C. Chick-fil-A, Inc. reached more than \$2.64 billion in sales in 2007, resulting in a 16.09 percent increase over the chain's 2006 performance and included an 8.47 percent same-store sales increase. It is the 41st consecutive year of sales growth for the chain which plans to add 75 locations this year, including 65 stand-alone restaurants; and 10 licensed outlets in non-traditional locations such as college campuses. This year, the chain will also spend millions of reinvestment dollars in existing business markets to remodel and re-design 65 stand-alone and shopping mall outlets across the country. Information about Chick-fil-A is available on the chain's websites, located at www.chick-fil-a.com.