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**Legendary Quick Service Drive-Thru Chain, Checkers, Looks to Partner with Baltimore, DC, Virginia Entrepreneurs**  
*Tampa HQ Franchise Targets Existing Markets, Baltimore, Washington D.C., and Virginia, to Build Brand Presence; Executives Travel to Baltimore to Educate Entrepreneurs on Multiple Build-Out Options and Impressive Company Growth*

**Clearwater, FL** – Checkers Drive-In Restaurants, Inc. (Checkers), the largest double drive-thru chain in the United States, will host a Discovery Evening event by invitation only to selected restaurateurs on September 13, 2012 at Marriott Hotel BWI (1743 West Nursery Road, Baltimore, MD). This event will take place from 7:00pm to 9:00pm, and is part of a strategic expansion strategy Checkers has undergone to fuel continued growth throughout the country and to build the brand's presence in existing markets, including Baltimore, Washington D.C., and select markets throughout Virginia.

The Discovery Evening will include a presentation on the success of the Checkers brand throughout Maryland (14 locations), Washington D.C. (21 locations) and Virginia (11 locations). The program also includes vital information about Checkers, what to know and expect about owning a franchise, the benefits of franchising with Checkers, the strength of the brand in all areas (marketing, development, operations, purchasing, leadership, etc.) and the multiple build-out options developed to enable the brand to open restaurants regardless of real-estate.

“Throughout Baltimore, Washington D.C, and Virginia, Checkers is known as the iconic double drive-thru restaurant,” said Jennifer Durham, Vice-President of Franchise Development for Checkers/Rally's. “Many people do not realize that over the past three years, Checkers has conceptualized and built new restaurant formats that include a new freestanding prototype option, an inline option, an end cap/single drive-thru option and existing restaurant conversions. These build-outs give entrepreneurs real estate choice, dramatically reduce the investment level and improve sales to investment ratios and returns.”

With nearly 800 restaurants and over 25 years of experience, Checkers is consistently ranked highest in overall value by guests in the category and has thrived in both booming and retracting economies. The company owns and operates 300 restaurants, ensuring products and initiatives are tested before they are released to the franchise community. In fact, Checkers has added new product lines, such as Classic Wings and Cold Creations, while preserving its craveable food and menu simplicity. With these new facets in place and a strong national presence, both company and franchise-owned restaurants are leading the category in same store sales performance in 2012.

“Partnering with entrepreneurs to develop markets where we have a large concentration of Checkers is a major goal for 2012,” added Durham. “We’re excited to meet qualified prospects who are passionate about our brand and want to grow our restaurants throughout Washington D.C., Maryland and Virginia.”

In addition to the development in Baltimore and Washington D.C., Checkers continues to grow nationally, with opportunities for restaurant ownership available in Philadelphia, Chicago, New York, Detroit and Boston, among other cities.

To RSVP or to learn more about the Discovery Evening event, please visit [www.checkersfranchising.com](http://www.checkersfranchising.com) or contact Diane Pibbs at (770) 367-3134 or [phibbsd@checkers.com](mailto:phibbsd@checkers.com).

**ABOUT CHECKERS**

Checkers/Rally's Drive-In Restaurants, Inc. is the largest double drive-thru restaurant chain in the United States. The company develops, owns, operates and franchises both Checkers and Rally's® restaurants. Based in Tampa, Florida, it has almost 800 restaurants open across the U.S. In recent years, the brand has been awarded several of the industry's most prestigious awards including: “Best Drive-Thru in America” by QSR Magazine and the “Hot! Again Award” from Nation's Restaurant News. For more information about Checkers, please visit [www.checkers.com](http://www.checkers.com).

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