



Carl's Jr. Opens First Restaurant in India

New Delhi-based Carl's Jr. will showcase vegetarian menu options, beer on tap and a soft beverages bar

New Delhi, August 10, 2015 - Carl's Jr., the premium American burger chain, announced today the opening of its first restaurant in India. Operated by Cybiz BrightStar Restaurants, owned by Gurgaon-based Cybiz Corp, through a master franchise agreement with Carl's Jr. Restaurants, LLC, a subsidiary of CKE Restaurants Holdings Inc. (parent company of Carl's Jr. and Hardee's), the Carl's Jr. restaurant will be located at the Select CityWalk mall complex in Saket, New Delhi. The restaurant will feature a special "Indian palate" menu that will include vegetarian options, beer on tap and an all-you-can-drink soft beverages bar.

"We are excited to introduce Carl's Jr. to the India marketplace with the opening of our first restaurant in New Delhi," said Ned Lyerly, President, International at CKE Restaurants. "India represents a tremendous market opportunity and we see the potential for more than 1000 restaurants over time. We hope that our India customers will recognize that we've made a sincere effort to tailor our menu to the Indian palate by offering rich, intense flavors and a variety of innovative vegetarian options. We look forward to our Indian customers enjoying the same best-in-class customer service, premium quality and delicious menu items that we are known for globally."

"We are honored to be representing an iconic brand like Carl's Jr.," said Sam Chopra, Group Chairman and Founder of CybizCorp. "This is a special moment for all of us here. We have been speaking about a differentiated gourmet experience, with this launch; we now finally offer the 'Carl's Jr.' experience to our fans here in India."

Carl's Jr. stands apart from other burger restaurants by offering freshly prepared, high-quality menu items, including its famous chargrilled burgers, Hand-Breaded Chicken Tenders™ and Hand-Scooped Ice Cream Shakes™. Carl's Jr. also features a superior dining experience that includes innovative menu items made-to-order and served hot and fresh at your table, all in a modern, upscale, spacious environment.

"With high quality ingredients, a casual dining ambience and quick service, Carl's Jr. is the perfect fit for India," stated Sana Chopra, Executive Director, Cybiz BrightStar Restaurants Pvt. Ltd. "We can't wait for burger lovers to get their first bite of Carl's Jr.'s iconic, big and juicy California-style burgers."

More than any other quick-service restaurant ("QSR"), Carl's Jr. is recognized for its big, premium products, centered on a wide variety of fresh, big and delicious charbroiled burgers that lead the industry in taste, quality and innovation. The brand is also well-known for its edgy, award-winning marketing approach, and its popularity can be gauged by the millions of YouTube views that its advertisements capture.

For more information, please visit www.carlsjr.in; Carl's Jr. India social media sites include - <https://www.facebook.com/CarlsJrIndia> and <https://twitter.com/carlsjrindia>

About CKE Restaurants Holdings, Inc.

CKE Restaurants Holdings, Inc. ("CKE") is a privately held company headquartered in Carpinteria, Calif. Through its subsidiaries, CKE owns and licenses Carl's Jr.® and Hardee's® quick-service restaurants. CKE

operates Carl's Jr. and Hardee's as one brand under two names acknowledging the regional heritage of both banners. After opening its first restaurants in New York and New Jersey this spring and recent international openings in Canada, Colombia and Guatemala, CKE now has a total of 3,594 franchised or company-operated restaurants in 44 states and 36 foreign countries and U.S. territories. Known for its one-of-a-kind premium menu items such as 100 percent Black Angus Thickburgers[®], Made from Scratch[™] Biscuits, Hand-Breaded Chicken Tenders[™] and Fresh Baked Buns, as well as an award-winning marketing approach, the Carl's Jr./Hardee's brand continues to deliver substantial and consistent growth in the U.S. and overseas. The Carl's Jr./Hardee's system is now 87 percent franchised, with international restaurants representing 18 percent of the system. For more information about CKE, please visit www.ckr.com or its brand sites at www.carlsjr.com and www.hardees.com.

About Cybiz Corp - CybizCorp specializes in Consulting, Incubation, Franchising, Licensing and Channel Distribution in various verticals including Real Estate and Food & Beverage. CybizCorp is the Indian Master Franchisor for RE/MAX - the world's largest real estate brokerage network with a global presence in 95+ countries with 6000+ offices and 85,000+ agents, and 100+ franchises across 30+ cities in India. Its founders have represented Horwath, a leading global hospitality consulting practice, in India & Nepal in the past. They trace their lineage to famous Indian restaurant cum ice-cream brands like The Embassy and the Kquality's and have owned multiple Coffee Day Xpress kiosks in the past. CybizCorp is currently the Master Franchisee of resto-pub brands like Fork You, Warehouse Café, The Flying Saucer Café, Boom Box Café, The Townhouse Café and Café Out of the Box, and Asian brands like The Embassy and Lazeez Affaire.

For more information about CybizCorp, please visit www.cybizcorp.com.

For further information, please contact:

Monami Mitra / Pooja Gupta

WishBox Studio

Email id: Monami.mitra@wishboxstudio.com / pooja.gupta@wishboxstudio.com

Mobile Numbers: + 91 9650417649/ + 91 9650555397