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Carl's Jr. Begins Major Expansion into Ontario, Canada

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Exclusive development agreement with 6Points Food Services Ltd. will bring 30 Carl's Jr. restaurants to Ontario's 'Golden Horseshoe'

CARPINTERIA, Calif.--(BUSINESS WIRE)--Carl's Jr.[®] announced plans to bring its famous, premium-quality burgers to Ontario, Canada's "Golden Horseshoe," a territory that includes Toronto, Mississauga, Oakville, Burlington, Hamilton, Brantford and London. CKE Restaurants Holdings, Inc. ("CKE"), parent company of Carl's Jr. and Hardee's[®], signed an exclusive development agreement with Toronto-based 6Points Food Services Ltd. ("6Points") to develop, open and operate 30 new Carl's Jr. restaurants in the market over the next six years. 6Points plans to open its first Carl's Jr. restaurant in Toronto later this year.

The agreement with 6Points, owned by Saskatchewan-based Westbridge Capital, is part of CKE's larger plan to expand the chain across Canada and to double CKE's international presence over the next five years. Throughout the U.S. and 30 other countries and U.S. territories, Carl's Jr. and Hardee's are known for their premium menu of charbroiled Thickburgers[®] made with 100 percent Black Angus beef, Made from Scratch[™] Biscuits, Hand-Breaded Chicken Tenders[™] and Hand-Scooped Ice Cream Shakes & Malts[™].

"We see tremendous growth potential in Canada for Carl's Jr.," said Ned Lyerly, CKE executive vice president of international. "Our brand has been well received in the market and customers understand the superior nature of our product and service offering. With eight franchise entities developing restaurants in Canada, the market will be a key contributor to the growth of CKE's international system.

"We couldn't be happier to have the team from 6Points on board to spearhead the expansion in Ontario," Lyerly continued. "They are experienced, well-capitalized operators and we have every confidence in their ability to develop the market."

6Points managing partner Kent Graber brings an impressive 40-plus years of experience operating and developing top-tier quick-service restaurant chains across Canada including senior management posts on both the franchisor and franchisee sides of the business.

"Carl's Jr. is really gaining momentum across Canada. There's a lot of buzz about the burst of development of the brand throughout the market, and we're anxious to dig in," Graber said. "Carl's Jr.'s premium menu and big, delicious burgers have already captured the affection, and appetites, of our neighbors in B.C. and Alberta, and we think Ontario will be no exception."

Carl's Jr. franchisees are currently operating restaurants in Vancouver, Abbotsford, Chilliwack, Kelowna, Vernon, Kamloops, Penticton and Grande Prairie, with additional locations planned for this year in Edmonton and Toronto.

For more information on franchise opportunities in Canada, please visit www.ckefranchise.com/canada.

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. CKE has a total of 3,446 franchised or company-operated restaurants in 42 states and 30 foreign countries and U.S. territories. Known for its one-of-a-kind premium menu items such as 100 percent Black Angus Six Dollar 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. Since the end of Fiscal Year 2011 and through Nov. 4, 2013, the company's third fiscal quarter, CKE's annual system-wide sales were up 15 percent and the number of franchised and company-operated restaurants increased 8 percent worldwide, driven by 2 percent domestic growth and 53 percent growth outside the U.S. The Carl's Jr./Hardee's system is now 74 percent franchised, with international restaurants representing 17 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 6Points Food Services Ltd.

6Points Food Services Ltd. ("6Points") is a privately held food services company headquartered in Toronto, Ontario. 6Points is a wholly owned subsidiary of Westbridge Capital Ltd., a Canadian private equity firm. 6Points is the exclusive developer for

Carl's Jr. restaurants in the "Golden Horseshoe" of Ontario, a territory that includes Toronto, Mississauga, Oakville, Burlington, Hamilton, Brantford and London.

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Language:

English

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