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## Now Everyone Can Get a Steakhouse to Go: Carl's Jr. and Hardee's Introduce the Steakhouse Thickburger

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### *New menu item features classic steakhouse flavors on a 100 percent Black Angus beef burger*

CARPINTERIA, Calif.--(BUSINESS WIRE)--Starting today, Carl's Jr.® and Hardee's® bring the classic tastes of a great, sit-down steakhouse meal to fast food consumers: introducing the Steakhouse Thickburger available now at participating restaurants nationwide.

Served on the chains' signature Fresh Baked Buns, the Steakhouse Thickburger features a charbroiled, 100 percent Black Angus beef patty topped with crispy onion strings, crumbled blue cheese and A.1. Steak Sauce®.

"Everyone loves going out for a high-end steakhouse dinner, but not everyone wants to make reservations, get dressed up, and pay steakhouse prices," said Brad Haley, chief marketing officer for Carl's Jr. and Hardee's restaurants. "With the new Steakhouse Thickburger, you can have all of the great steakhouse tastes you crave...on a burger."

The Steakhouse Thickburger is available as a 1/3 pound for \$5.59 and a 1/2 pound for \$6.79, either of which can be ordered as a combo meal with fries and a drink starting at \$8.09.

"At Carl's Jr. and Hardee's, our goal has always been to give our customers the highest quality, best tasting burgers anywhere, period," continued Haley. "The Steakhouse Thickburger is another great example of that. It's a decadent, premium menu item that not only helps to distinguish our chains among traditional fast food players, but even exceeds the taste, flavor and quality of the supposedly 'better burger' brands."

Carl's Jr. and Hardee's will promote the Steakhouse Thickburger with a highly stylistic new ad titled "Table Setting." Developed by Los Angeles- and Amsterdam-based creative agency [72andSunny](#), the commercial will begin airing on TV nationally on December 14 as well as on the chains' YouTube channels.

Follow Carl's Jr. and Hardee's on Facebook ([www.facebook.com/carlsjr](http://www.facebook.com/carlsjr) and [www.facebook.com/hardees](http://www.facebook.com/hardees)), Twitter (@CarlsJr and @Hardees) and Instagram (@CarlsJr and @Hardees) for the latest product news and promotional offers. Download the Super Star® Rewards app from the [iTunes Store](#) and [Google Play](#) and check in to redeem Carl's Jr. and Hardee's products on the spot, save points for a high-value reward, check out the full menu, and use the store locator to find any Carl's Jr. or Hardee's in the U.S.

### 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 3,626 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 91 percent franchised, with international restaurants representing 18 percent of the system. For more information about CKE, please visit [www.ckr.com](http://www.ckr.com) or its brand sites at [www.carlsjr.com](http://www.carlsjr.com) and [www.hardees.com](http://www.hardees.com).

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