



Published on *CKE Restaurants Investor Center* (<http://investor.ckr.com>) on 11/3/14 5:26 pm EST

CARL'S JR. UNVEILS INAUGURAL HONDURAS LOCATION

Release Date:

Monday, November 3, 2014 5:26 pm EST

Terms:

Dateline City:

Carpinteria

Exclusive development agreement with local franchisee will bring 10 Carl's Jr. restaurants to Honduras

Tomorrow, Hondurans will get a taste of Carl's Jr.'s® premium, American-style burgers with the opening of the chain's first restaurant in the country. Located in San Pedro Sula and scheduled to open tomorrow at 10 a.m., the restaurant marks the first of an exclusive 10-restaurant, five-year development agreement between CKE Restaurants Holdings, Inc. ("CKE"), parent company of Carl's Jr. and Hardee's® restaurants, and leading local real estate developer COHDESA.

Originating in California, Carl's Jr. stands apart from other burger restaurants by offering freshly prepared, higher-quality menu items including its famous 100 percent Black Angus beef Thickburgers®, Hand-Breaded Chicken Tenders™ and Hand-Scooped Ice Cream Shakes™. Carl's Jr. also features a superior dining experience that includes menu items made fresh to order and served at your table, all in a modern, California-themed setting.

"With 215 restaurants open and operating in Latin America, we view Honduras as a strategically important market for us as we continue to expand our presence in the region," said Ned Lyerly, CKE President of International. "Throughout Central America we've seen tremendous success and enthusiasm for our distinct product offering and best-in-class approach to service. We are certain that Hondurans will enjoy the superior burger experience that only Carl's Jr. can provide.

"We are very pleased to partner with COHDESA to spearhead expansion of the Carl's Jr. brand in Honduras," Lyerly continued. "They are experienced, well-capitalized operators and we have every confidence in their ability to develop the market."

"Hondurans are hungry for premium-quality food served by friendly people in an inviting environment and Carl's Jr. is the perfect restaurant to help satisfy that desire of customers across the country," said a spokesperson for COHDESA.

For more information on international franchise opportunities with Carl's Jr., please visit www.carlsjrfranchising.com/international.

Key facts about Carl's Jr. in San Pedro Sula

- Address: Altara Shopping & Lifestyle Center, Km 3 Carretera a Armenta, San Pedro Sula, Honduras
- Hours of operation: 10 a.m.-10 p.m. daily
- Menu features
 - o Carl's Jr.'s signature line of 100 percent Black Angus beef Thickburgers®
 - o High-quality, all-white-meat Hand-Breaded Chicken Tenders™
 - o Hand-Scooped Ice Cream Shakes™
 - o Special amenities: Complimentary Wi-Fi

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 3,538 franchised or company-operated restaurants in 42 states and 33 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 76 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.

Contact:

Kathleen Bush

CKE Restaurants Holdings, Inc.

805-745-7741

kbush@ckr.com

Osiris Paredes

COHDESA

+504 9458-8644

o.paredes@affisa.com

Language:

English

Source URL: <http://investor.ckr.com/press-release/carls-jr-unveils-inaugural-honduras-location>