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**Newest Stand-Alone Chick-fil-A Restaurant in Suffolk Opening Nov. 18;
Bringing 70 New Jobs as Chain Continues Expansion**

First 100 in Line at New Restaurant at 6212 College Drive to Win Free Year's Supply of Chick-fil-A

SUFFOLK, Va. (Nov. 17, 2010) – The Chick-fil-A® restaurant chain and its renegade Cows, who this year mark 15 years of encouraging people to "Eat Mor Chikin," will celebrate the opening of Suffolk's newest stand-alone Chick-fil-A restaurant on Nov. 18 by awarding a free year's supply of Chick-fil-A to the first 100 adults in line that morning.

Started seven years ago as an idea for an Arizona restaurant opening, Chick-fil-A's First 100 Celebration has become the signature event of each grand opening around the country. The chain's loyal customers often arrive 24 hours in advance of the opening -- no matter the location or weather conditions.

A similar scene is expected at the new Harbour View Chick-fil-a where the chain will award a one-year supply of free Chick-fil-A® Meals (52 certificates) to each of the first 100 adults in line, age 18 and older with identification, at the restaurant located at 6212 College Drive. The line officially opens at 6 a.m., Wednesday, Nov. 17, with the free meal cards being awarded Thursday, Nov. 18, sometime between 6 a.m. and 6:10 a.m. The restaurant will open for business immediately thereafter. If there are more than 100 people by 6 a.m. on Wednesday, all 100 spots will be determined by a raffle. See www.chick-fil-a.com/#insidersfirst100 for complete rules.

In addition to awarding the first 100 people with free Chick-fil-A meals, Operator Dan Curran and his team have partnered with local charities and military. First 100 participants will have the opportunity to make cards and put together care packages as they wait in line on Wednesday.

The new stand-alone Chick-fil-A in Suffolk is one of 78 new locations the chain plans to open this year. Despite the nation's economic challenges in 2009, Chick-fil-A continued to expand, actually increasing the number of locations initially projected for the year. The chain opened 80 new restaurants and reached \$3 billion in sales for the first time. The positive trend continues in 2010 with the chain reporting recently that sales had topped \$1.5 billion through June. The figure represents nearly a 10 percent increase over the chain's sales performance for the first six months of 2009.

"Thanks to our family of Operators and restaurant team members who provide freshly prepared food and going-the-extra-mile customer service, Chick-fil-A is fortunate to be able to continue to grow," said Dan T. Cathy, President and COO, Chick-fil-A, Inc. "We are very fortunate to be blessed with not only committed Operators and team members but also with a tremendous following of loyal customers. They are the reason we do what we do every day."

The First 100 event at each restaurant opening is one way Chick-fil-A both thanks and celebrates its customers, many of whom travel hundreds of miles to participate. Extreme weather conditions or distant locations do not dampen the enthusiasm of those who bring tents, electronics, swimming pools and other gear to pass the time until the restaurant opens.

By yearend, Chick-fil-A will have awarded \$13 million in free food at restaurant grand openings since 2003, with nearly \$1.8 million of that amount given away in 2010 alone. Once Cathy saw customers willing to camp out in Chick-fil-A parking lots, he decided to join in the fun with his own tent and sleeping bag. December 2009 marked Cathy's 100th overnight campout with customers at Chick-fil-A grand openings.

"I doubt anyone has as much fun with their customers as I do at these First 100 campouts," said Cathy, who enjoys hosting campers for a late night Icedream® Party where he often serenades them with his trumpet. "From Chick-fil-A Nugget parties and dance contests to basketball games and karaoke, we turn them into all-night parties. For me, there is no better way to get close to our customers and find out their needs than spending the night outside a Chick-fil-A restaurant."

Dan Curran has been selected as the franchisee to operate the new location. He is transferring from the Rocky River Chick-fil-A outside Cleveland, Ohio. Curran has been a Chick-fil-A operator for 3 years. He is married to Debra and they have five children.

"Truett Cathy started Chick-fil-A more than 43 years ago with the aim of providing the best in freshly prepared food and customer service," said Curran. "The goal remains the same for my team as we open the newest Suffolk restaurant."

"With such a well known reputation, along with an extremely loyal customer base, we are excited to add Chick-fil-A as one of the newest restaurants in northern Suffolk," said Mayor Linda T. Johnson. "Their commitment to providing excellent service along with having one of the most popular chicken sandwiches around, continues to make them an industry leader, one which we are particularly pleased to welcome to our City".

Chick-fil-A's award-winning drive-thru service is a convenient way for Chick-fil-A customers on the go to get their favorite Chick-fil-A menu items. For the sixth time in the Drive-Thru Performance Study's 12-year history, Chick-fil-A ranked number one in 2009. Following a three-month industry study of 20 quick-service restaurant chains, Chick-fil-A was selected the overall winner in the annual survey which measures order accuracy, speed of service, menu board appearance and speaker clarity.

"There are several reasons why Chick-fil-A has consistently finished on top," said Brian Baker, president of Insula Research which conducted the survey on behalf of QSR magazine. "Ultimately it comes down to the fact that Chick-fil-A is an exceptionally well-run organization at all levels of management."

The chain was number one in order accuracy; a category consumers indicate is a key concern, with an accuracy rate topping 96 percent. In addition, the study found the chain had the best speaker clarity and friendliest service with Chick-fil-A team members identified as the happiest while serving customers.

The new Chick-fil-A on College Drive features a 4,596 interior that seats 138 and has warm colors and wood accents and a convenient, award-winning drive-thru while children will enjoy an indoor play area featuring an interactive section for toddlers. The new restaurant is open Monday through Saturday from 6 a.m. to 10 p.m., serving a full breakfast menu until 10:30 a.m. which features the addition of two new menu items, the Chick-fil-A Yogurt Parfait and the Chick-fil-A 100 percent Colombian Coffee, Medium Roast, to the popular breakfast line-up.

Aware of rising health concerns among the population and especially for children, Chick-fil-A has eliminated artificial trans fat from its entire menu and was among the first national quick-service restaurant chains to offer a complete menu – from entrées to condiments – with zero grams of trans fat.

About Chick-fil-A, Inc.

Truett Cathy developed the original Chick-fil-A boneless breast of chicken sandwich in his 24-hour Dwarf House® diner near Atlanta in the early 1960s, and he opened his first Chick-fil-A® restaurant in Atlanta's Greenbriar Mall in 1967. Since then, the chain has grown to include more than 1,520 locations in 39 states and Washington, D.C. In December 2009, Chick-fil-A, Inc. reached \$3 billion in sales for the first time – marking its 42nd consecutive year of sales growth. The chain plans to add 78 locations this year, including 66 stand-alone restaurants, two mall/retail outlets, and 10 licensed outlets in non-traditional locations such as college campuses. This year, the chain also will spend millions in reinvestment dollars on existing business markets to remodel and re-design 171 stand-alone and shopping mall outlets across the country. More information about Chick-fil-A is available on the chain's websites, located at www.chick-fil-a.com, www.facebook.com/chick-fil-a, www.chick-fil-a.com/pressroom or www.truettcathy.com.

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