

S. TRUETT CATHY

FOR IMMEDIATE RELEASE

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Chick-fil-A Founder S. Truett Cathy Opens 'Upscale Pizza' Restaurant in Fayetteville

*At 87, Cathy Continues to Leverage 'Unexpected Opportunities'
In his Tireless Pursuit of New Entrepreneurial Ventures*

FAYETTEVILLE, Ga. (April 28, 2008) – Having recently celebrated his 62nd year in the restaurant business and the 40th anniversary of his restaurant chain, Chick-fil-A[®], founder S. Truett Cathy is not one to rest on his laurels. At 87, Cathy is introducing a new restaurant concept – Upscale Pizza – to customers in Fayetteville, Ga.

The independently owned and operated pizza-themed restaurant, located at 180 Highway 314 in Fayetteville, Ga., will open for business with an official ribbon-cutting ceremony on Thursday, May 1, at 9:30 a.m. Regular business hours will be Monday – Saturday from 10:30 a.m. – 10:30 p.m. The restaurant will be closed on Sundays.

Upscale Pizza will offer a variety of specialty and create-your-own pizzas, as well as soups, sandwiches, salads, hot wings and a signature All-American Hot Dog served on a steamed bun with homemade chili, ketchup and mustard. The restaurant also offers a “youngsters” menu and a dessert menu, featuring ice cream, shakes and a variety of freshly made pies. The 3,900 sq. ft restaurant seats up to 90 people and will feature dine-in and carry-out service.

“Throughout my restaurant career, I’ve learned to take advantage of unexpected opportunities,” said Cathy. “My development of the chicken sandwich and my decision to open the first Chick-fil-A[®] restaurant in a mall are two prime examples of that philosophy. So, when the opportunity arose to purchase the former McAllister’s Restaurant, I decided to open a family-friendly restaurant that also offers an upscale menu and style – resulting in the creation of Upscale Pizza.”

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The restaurant will be operated by general manager Timothy Banister. While the menu and the concept represent a departure from the Chick-fil-A menu, Banister is quick to point out that some things will stay the same. “My experience with Chick-fil-A instilled in me the importance of delivering quality menu items and excellent customer service,” said Banister. “Working directly with Truett Cathy to develop this concept, I am confident that Upscale Pizza will continue to uphold these time-tested traditions including the same spirit of second mile service.”

Cathy also noted that the unique Upscale Pizza concept will not offer any items from the Chick-fil-A menu and that no additional Upscale Pizza restaurants are planned.

For more information regarding Upscale Pizza, call 770/461-2332.

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