



**FOR IMMEDIATE RELEASE**

November 12, 2009

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**IMC Licensing to Represent Checkers Drive-In Restaurants, Inc.**

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has entered into a representation agreement with [Checkers Drive-In Restaurants, Inc.](#), the nation's largest chain of double drive-thru restaurants. IMC Licensing will help the company expand its already successful line of licensed French fry and sandwich products as well as develop new categories for sales at retail.

Based in Tampa, Florida, Checkers Drive-In Restaurants, Inc. has more than 840 restaurants located in 29 states and the District of Columbia and is the #1 operator of double drive-thrus in the United States. Operating under the names Checkers® and Rally's® Hamburgers, these quick-service restaurants offer a high-quality, flavorful menu of burgers, fries, hotdogs, beverages and shakes for the speed-conscious consumer.

"Our licensed products give our loyal restaurant guests another occasion to enjoy our signature fries, burgers and sandwiches at home," said Ryan Joy, director of research and development, of Checkers Drive-In Restaurants. "Our early work in the retail category has proven to be very successful, and we look forward to working with IMC Licensing to take the development of our licensed product portfolio to the next level."

According to Cara Bernosky, IMC Licensing President and Co-founder, "We are delighted to represent Checkers and its innovative, youthful brand to expand the company's current licensed product portfolio

and to develop entirely new categories. We plan to target not only those who represent Checker's fanatic core customer, but also those who appreciate the quality and unique taste of they provide."

### **ABOUT IMC LICENSING**

IMC Licensing leads the industry with its focused approach to brand-building through licensing. We help brand owners and manufacturers turn the world's best consumer product brands into great new consumer products.

In addition to working with Checkers Drive-In Restaurants, IMC Licensing has worked with companies like Butterball, Chiquita, Duncan Hines, TABASCO, Valvoline, General Mills and Borghese. For more information, please visit [www.imclicensing.com](http://www.imclicensing.com)

### **ABOUT CHECKERS DRIVE-IN RESTAURANTS, INC.**

Checkers Drive-In Restaurants, Inc. ([www.checkers.com](http://www.checkers.com)) is the largest double drive-thru restaurant chain in the United States. The Company develops, owns, operates and franchises quick-service Checkers® and Rally's® double drive-thru restaurants. In recent years, Checkers/Rally's has been awarded several of the industry's most coveted recognitions: Best Drive-Thru in America in the QSR Drive-Thru Study for Rally's; Nation's Restaurant News Hot! Again Award for Checkers' sizzling business performance; and the American Business Award<sup>SM</sup> for the Best Executive in America.