

1.) PAGE 1 - CKE EXTENDS FOOTPRINT INTO HONDURAS & AUSTRALIA

CKE Restaurants continues to make substantive strides across the international fast food market. Expanding above the equator in San Pedro Sula, Honduras, Carl's Jr. has entered into an exclusive development agreement with the Corporacion Hondurena de Desarrollos Alimenticios (COHDESA), a cutting-edge commercial real estate developer who will introduce our brand to the people of Honduras. COHDESA plans to open their first Carl's Jr. restaurant by October 2014 and plans to develop 10 restaurants over five years. We're thrilled to have COHDESA as part of the international CKE family.

The Carl's Jr. franchise is also making waves in the southern hemisphere. For the first time ever, Australians will welcome our famous, premium-quality burgers into their continent. CKE signed a development agreement with Australia's BKG Group to develop, open and operate 10 new Carl's Jr. restaurants throughout New South Wales. This promising deal kicks off an ambitious expansion plan to bring 300 Carl's Jr. restaurants to the continent over the next 10-15 years!

CKE's expansion into Australia is expected to mirror our record-breaking 2011 launch of Carl's Jr. restaurants in New Zealand. All 15 New Zealand restaurants are successfully operating with an average unit volume of USD \$2.2 million, and another five sites are currently in development there.

"The Carl's Jr. success in New Zealand demonstrates the potential for the brand in Australia," said Ned Lyster, International EVP of CKE Restaurants. "In New Zealand, we've opened 15 restaurants in the past three years and have achieved sales above those seen in North America... This first agreement with BKG Group is welcomed as we gain momentum for additional development agreements across the country."

2.) PAGE 2- REGIONAL NEWS

CKE's established international franchisees are growing right along with our new franchise members. In American Samoa, the recently introduced Philly Cheesesteak Burger has been a huge hit, exceeding 264 Average Daily Quantity sold (ADQ), compared to an estimated international ADQ average of 104. This menu item's unique success has proven that CKE's meat-on-meat products are a hit amongst our target audience.

CAREER FAIR FORESHADOWS BIG FUTURE FOR CKE IN BAHAMAS

We're also proud to announce burgeoning enthusiasm for CKE's entrance into the Bahamas. Our first Carl's Jr. in the Bahamas is scheduled to open in early May, and residents are already excited to take advantage of the job opportunities to come. Job seekers turned out by the hundreds at our recent career fair in the Bahamas, with resumes, references, and required documents in hand. Our introduction of Carl's Jr. premium charbroiled burgers to Bahamians looks like an ace in the hole for CKE's international growth.

MIDDLE EAST EATS UP NEW CAESAR ANGUS BURGER

Across the Atlantic, Middle East Hardee's restaurants kicked off 2014 with the newest addition to our Angus Burger line, the Caesar Angus Burger. Up until February 17, we promoted the new burger with a local TV spot and an interactive "Live Like a Caesar" game on Facebook. Fans flocked to the Hardee's Arabia Facebook page every week to take their shot at winning a PlayStation 4.

MARKETING WORKSHOP BRINGS MEXICO TOGETHER

To top off CKE's regional news, we have the results of our March 2014 marketing workshop in Mexico City! Local marketing managers from an estimated 16 Mexico States joined CKE in the nation's capital to build relationships, synergize, and develop brand consistency across Mexico.

During the workshop, local CKE licensees were given in-depth guidance on brand positioning and execution, as well as tools to help them develop local restaurant marketing (LRM) programs. Those in attendance also discussed 2014 marketing initiatives, beverage marketing programs and social media strategy. By the end, Mexico's CKE marketers were empowered to be part of the decision-making process and to play a vital role in reaching their sales goals.

3.) PAGE 3 - US NEWS

X-TRA BACON TRANSFORMS CKE CLASSICS INTO X-CITING MUTANTS

This spring, CKE is partnering with Twentieth Century Fox for the release of X-Men: Days of Future Past, which is sure to be one of the must-see movies of 2014. Both Hardee's and Carl's Jr. restaurants will celebrate the next X-Men classic with X-Men themed menu items, contests, and supporting advertisements. And just like our past movie tie-ins, we're fully leveraging this powerful partnership by bringing X-Men's biggest movie stars into national TV spots.

In the new X-Men film, beloved faces from the original X-Men trilogy (like Halle Berry and Patrick Stewart) and from the recent X-Men First Class movie (think Jennifer Lawrence) battle across time periods to keep their species alive. Set for release on May 23rd, X-Men: Days of Future Past will be promoted alongside CKE Restaurants through a series of X-Men themed "Hunger" commercials. X-Men in their human form will morph into their bacon-craved mutant form as they indulge in our new Xtra Western Bacon Thickburger and Xtra Bacon, Egg & Cheese Biscuit.

Featuring two extra strips of bacon and the return of Sweet Baby Ray's BBQ Sauce, as well as our Beer-Battered Onion Rings and American cheese, the successfully consumer-tested Western X-Tra Bacon Thickburger marks the comeback of our iconic Western Bacon Cheeseburger. And with four full strips of bacon, the X-Tra Bacon, Egg & Cheese Biscuit offers a whole new bacon-filled species of our time-honored Made-from-Scratch Biscuit.

To further celebrate the new X-Men film, Carl's Jr. and Hardee's restaurants will give X-Men fans the opportunity to win various X-Men themed sweepstakes prizes throughout the month of May. Each restaurant will even receive 25 complimentary X-Men ball caps to get everyone in the mutant spirit.