



**CARL'S JR. TO LAUNCH IN VICTORIA, CONTINUING IMPRESSIVE EXPANSION DOWN UNDER**  
*CJ's Victoria to open 30 Carl's Jr. locations in Victoria, Australia*

**January 23 2018** - CKE Restaurants Holdings, Inc. ("CKE"), parent company of Carl's Jr.<sup>®</sup>, will introduce the taste of California to a brand-new market through its partnership with CJ's Victoria.

CJ's Victoria will launch the iconic California burger brand in Victoria, Australia in 2018 and expects to build 30 locations throughout Victoria starting with an inaugural opening in the second quarter of this year. The first 30 restaurants will create direct employment for more than 2000 Victorians and provide indirect employment opportunities for many more.

This announcement marks yet another successful milestone in the international burger chain's continued footprint expansion in Australia after impressive openings in Bateau Bay, which ranked in the top five international franchise openings for CKE, and most recently in Adelaide and Brisbane.

"We are thrilled to partner with CJ's Victoria to bring our made fresh-to-order handmade American classic menu items, vibrant brand and warm, friendly service to Victoria," said Ned Lyerly, President, International at CKE Restaurants. "We have no doubt that with the experience and commitment of the CJ's Victoria team, Carl's Jr. will soon become the ultimate destination for Victorian consumers seeking a premium quality burger experience. We are also thankful to INVEST VICTORIA for its support, which allows us to expand across Melbourne and regional Victoria, where we will be providing local jobs and hoping to add subsequent value by giving back to local communities." added Mr. Lyerly.

Director of CJ's Victoria, Andrew Firn, said they are eager to work with Carl's Jr. to offer their best in class, proven menu and restaurant experience. "Australia is a large burger market and I believe the State is capable of being home to more than 70 Carl's Jr. restaurants over time. Carl's Jr. is well positioned to deliver the quality, taste and innovation that discerning Australian consumers demand. In addition to Carl's Jr.'s unique and craveable menu items, including 100 percent Angus Beef Thickburgers<sup>®</sup>, Hand-Breaded Chicken Tenders<sup>™</sup> and Hand-Scooped Ice Cream Shakes, we are excited to bring employment opportunities to our local communities."

Established over 76 years ago in Southern California, Carl's Jr. has built a successful global brand thanks to its business model of offering authentic, premium-quality chargrilled burgers with the convenience and price of fast food. Carl's Jr. in Victoria will offer better quality, better service, better value and better hospitality in a premium Quick Service Restaurant environment, compared to other burger chains. Additionally, new locations in Australia will be some of the first to showcase the brand's new urban and industrial flair interior design elements complementing the Carl's Jr. customer experience.

For more information on CKE franchise opportunities, please visit [www.ckefranchise.com](http://www.ckefranchise.com). Follow Carl's Jr. Australia on Facebook (<https://www.facebook.com/carlsjrau>), Twitter (<https://twitter.com/carlsjrau>) and Instagram (<https://instagram.com/carlsjrau>) or visit our brand site [www.carlsjr.com.au](http://www.carlsjr.com.au) for the latest product news and promotional offers.



### **About CKE Restaurants Holdings, Inc.**

CKE Restaurants Holdings, Inc. ("CKE") is a privately held company headquartered in Franklin, Tenn. CKE is not a franchisor and conducts substantially all of its restaurant activities and operations through its subsidiaries. Carl's Jr. Restaurants LLC and Hardee's Restaurants LLC own, operate and franchise the Carl's Jr., Hardee's, Green Burrito® and Red Burrito® concepts. Carl's Jr. and Hardee's operate as one brand under two names, acknowledging the rich regional heritage of both banners. After recent international openings in Chile, Cambodia and Kenya, Carl's Jr. Restaurants LLC and Hardee's Restaurants LLC now have over 3,800 franchised or company-operated restaurants in 44 states and 43 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 and Hand-Breaded Chicken Tenders™, 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 94 percent franchised, with international restaurants representing 21 percent of the system. For more information about CKE, please visit [www.ckr.com](http://www.ckr.com) or its brand sites at [www.carlsjr.com](http://www.carlsjr.com) and [www.hardees.com](http://www.hardees.com).

### **About CJ's Victoria**

CJ's Victoria was formed in 2016 when the 5 Directors all sold their successful retail businesses and then travelled the world to find 'what was next'. Deciding on becoming the Carl's Jr Restaurant licensee for Victoria was an easy choice, as since its inception in 1941 the brand is now represented in over 40 countries. All of the directors fell in love with both the business model and the 'Best in class' Food offerings.

### **For interviews, photos or more information, please contact:**

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