

For Immediate Release

Synq Solutions Continues to Make Giving a Priority by Helping Raise Funds for Breast Cancer Awareness

Donates Fulfillment Kits and Materials Distribution for “Pink Star” Campaign at Hardee’s® and Carl’s Jr.® Locations Across the U.S.

ATLANTA, GA – May 13, 2009 - Synq Solutions, the nation’s premier provider of merchandising and promotional support programs serving the quick service restaurant (QSR) and retail industry, today announced its ongoing philanthropic initiatives to support CKE Restaurants, Inc. and its Carl's Jr. and Hardee's restaurant locations’ efforts in raising awareness and funds for the National Breast Cancer Foundation, Inc. (NBCF).

Raising money for the treatment and prevention of breast cancer is a major priority for Synq Solutions. For the past four years, the company has generously donated fulfillment kits and materials distribution for the CKE Restaurants “Pink Star” fundraising campaign for breast cancer awareness, as well as been a Gold Sponsor of the Carl's Jr. Franchise Golf Classic for Breast Cancer Awareness.

“CKE Restaurants and its Hardees’s and Carl's Jr. restaurants believe in supporting causes that are very near and dear to their hearts,” said Mike Snyder, Chief Executive Officer, Synq Solutions. “As such, we draw a tremendous amount of inspiration and pride in helping them continue their ongoing support of NBCF every year. These efforts further enhance our decade-plus relationship with CKE Restaurants, and we look forward to many more years of supporting the fight against breast cancer.”

Since 2005, Star Franchise Association, an organization of Carl’s Jr. franchise restaurant owners, along with CKE Restaurants, has raised more than \$2 million through the annual “Pink Star” campaign. All of the proceeds, including last year’s contribution of \$900,000, have been donated directly to the NBCF. This year’s goal is to raise \$1 million for the organization. All donations fund free mammograms and treatment programs at hospitals and clinics in various cities in 24 states across the U.S.

“Thanks to our partners like Synq Solutions who are extremely giving with their time and resources, we are able to make this annual campaign a resounding success,” said Daljit Hundal, Vice President of Star Franchise Association. “By working together to bring the ‘Pink Star’ program to life, along with the golf tournament, we are able to significantly increase the amount we donate each year, which is very inspiring and rewarding.”

During the month of May, guests at Carl's Jr. and Hardee's restaurants across the U.S. can donate \$1.00 and receive a commemorative pink Happy Star[®] cutout to personalize and place in the restaurant lobby. This year, Synq Solutions has generously donated more than 3,100 marketing kits which included 2 million pink Happy Stars, as well as provided the distribution of all campaign support materials to Carl's Jr. and Hardee's franchise- and company-operated restaurants participating in this campaign.

In conjunction with the "Pink Star" campaign, Synq Solutions is also a Gold Sponsor of Star Franchise Association's 5th Annual Carl's Jr. Franchise Golf Classic for Breast Cancer Awareness held on May 4-5 at the Strawberry Farms Golf Club in Irvine, Calif. For more information on the golf tournament, visit www.starfran.com.

"We are very grateful for Synq Solutions promotional contributions to the Pink Star Campaign," says Janelle Hail, Founder & CEO of NBCF. "Synq Solutions cooperative partnership with Carl's Jr. helped create unparalleled success and support for NBCF's mission to save lives."

For more than a decade, CKE Restaurants has relied on Synq Solutions as its partner for providing comprehensive marketing and merchandising solutions. From POP print and production management to training materials, Synq Solutions provides marketing, merchandising and fulfillment services for its Carl's Jr. and Hardee's franchise- and company-operated locations.

About National Breast Cancer Foundation, Inc. (NBCF)

The National Breast Cancer Foundation extends women's lives through education about breast cancer and early detection. The organization provides hope to women and families affected by breast cancer through a community of caring support and encouragement that enables those diagnosed with breast cancer to have fulfilling lives during their treatment and afterward. Learn more at www.nbcf.com.

About CKE Restaurants

Headquartered in Carpinteria, Calif., CKE Restaurants, Inc. is publicly traded on the New York Stock Exchange under the symbol "CKR." As of the fourth fiscal quarter ended January 26, 2009, CKE Restaurants, Inc., through its subsidiaries, had a total of 3,116 franchised or company-operated restaurants in 42 states and in 14 countries, including 1,195 Carl's Jr. restaurants and 1,908 Hardee's restaurants. For more information about CKE Restaurants, please visit www.ckr.com.

About Synq Solutions

Synq Solutions is the nation's premier provider of merchandising and promotional support programs serving the quick service restaurant and retail markets. Synq Solutions' technology platform and national print and fulfillment capabilities enable the rapid execution of marketing innovation by efficiently delivering precise, synchronized, and relevant campaigns to each location – returning maximum impact and value for each promotional dollar invested. Synq Solutions operates facilities in both Atlanta and Las Vegas to service the needs of its regional and national clients. For more information about Synq Solutions, visit www.synqsolutions.com.