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For Immediate Release

Local Marketing Webinar Draws Hundreds of QSR and Fast Casual Restaurants and Retailers

CKE's Brady Haley and Synq Solutions' Doug Fergusson Field Questions from Participants on Topics Ranging from Local Marketing Basics to Technology Offerings and Marketing Strategy

ATLANTA, July 29, 2010 – More than 880 QSR and fast casual restaurants and retailers registered for the Synq Solutions and QSR magazine-sponsored webinar, “How to Execute a Successful Local Marketing Campaign” on June 24, 2010, demonstrating the widespread interest in leveraging the latest technologies and strategies to reach customers on a more targeted, personalized level.

Brad Haley, EVP of Marketing for CKE Restaurants, Inc. (including Hardee's and Carl's Jr.) and Doug Fergusson, EVP of Solutions at Synq Solutions provided best practices, as well as answers to a range of questions on LRM topics, including:

- What is local marketing
- What are the latest technologies behind LRM
- How to motivate franchisees to participant on Local Marketing
- What are the top low-cost LRM tactics that all franchisees should execute
- In a small community, how to you differentiate yourself from other chains

A replay of the webinar is available at synqsolutions.com/webinar. Synq invites those with Local Marketing questions for Brad or Doug to email them to localmarketing@synqsolutions.com. Emailed questions as well as those discussed during the seminar will be posted on Synq's Executing Innovation blog during the month of July.

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About Synq Solutions

Synq Solutions is the nation's premier provider of in-store marketing for the QSR, fast casual and retail industries. The company streamlines the print and fulfillment process of marketing execution so clients can reduce costs and reclaim time to focus on their core business. Synq is headquartered in Atlanta with printing and fulfillment centers in Atlanta and Las Vegas. The company currently serves over 55,000 locations across 20 concepts. Learn more at synqsolutions.com.

About CKE Restaurants, Inc.

Headquartered in Carpinteria, Calif., CKE Restaurants, Inc. is publicly traded on the New York Stock Exchange under the symbol "CKR." As of the end of its fiscal 2010 third quarter, CKE Restaurants, Inc., through its subsidiaries, had a total of 3,147 franchised, licensed or company-operated restaurants in 42 states and in 14 countries, including 1,221 Carl's Jr. restaurants and 1,913 Hardee's restaurants. For more information about CKE Restaurants, please visit www.ckr.com.

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