

THE FOOD IS THE FRANCHISE®



CKE Restaurants Holdings, Inc., through its subsidiaries, operates more than 3,440* franchised, licensed or company operated restaurants in 42 states and 30 countries, including 1,439 Carl's Jr.® restaurants in the Western United States, and 2,000 Hardee's® restaurants concentrated in the Midwestern and Eastern United States.

SITE GUIDELINES

- High-traffic streets (20,000 vehicles daily - minimum)
- Signalized intersection (site on far side of intersection of busiest street)
- Co-tenants: Grocery store or power center-anchored shopping centers
- Maximum signage potential (both building & pole sign)
- 18-32+ parking spaces
- 155' frontage minimum to accommodate freestanding prototypical building drive-thru
- Close to activity/employment centers
- High-visibility, excellent accessibility
- Trade area should include home, work and shopping sales generators
- Hard corners or pads at the entry point to major developments are preferred
- Ideally, all new restaurants are dual-brand units (Carl's Jr.® w/Green Burrito®)
- Purchase opportunities and ground leases are preferred
- Leases should include a right of first refusal to purchase and the right to assign to a franchisee

*As of Period 1, FY 2015



PREFERRED DEMOGRAPHICS

- Residential Population: 25,000+ within 2-mile radius
- 11,000+ daytime population
- Age 18-49: 55%
- Annual growth rate: 2.5%
- Home ownership: 65%+
- Average household income: \$35,000 - \$60,000

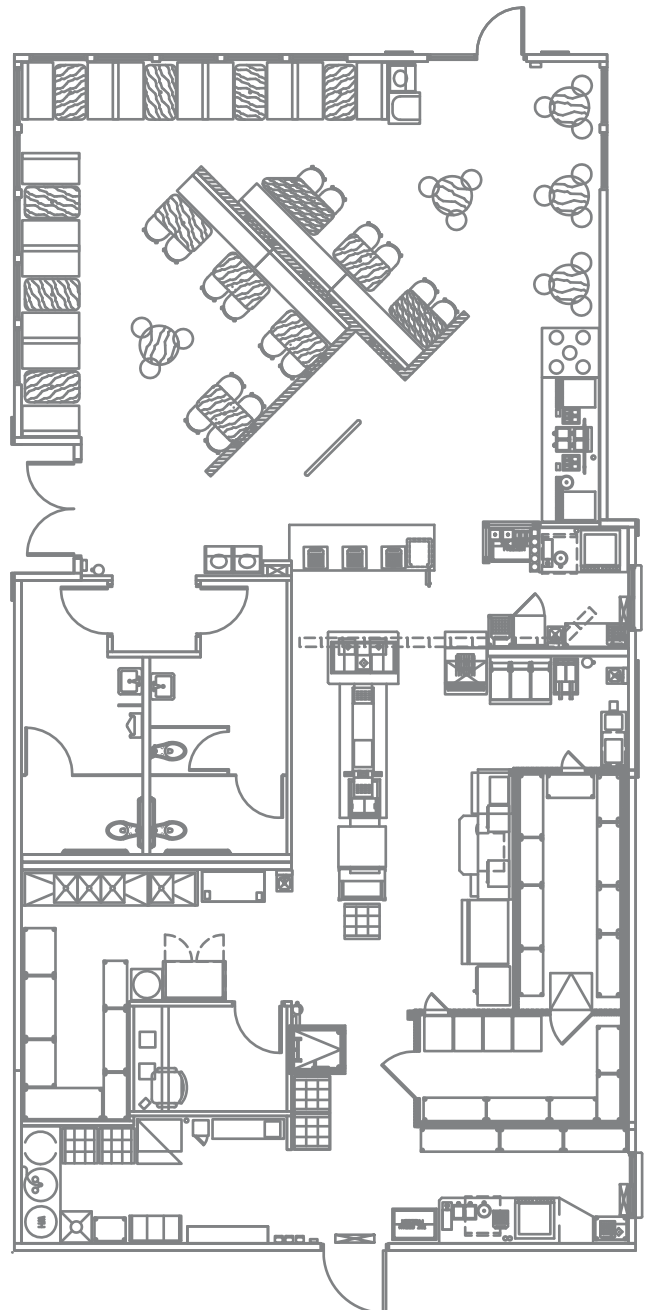


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866.253.7655

FREESTANDING PROTOTYPE BUILDING SPECS

PHYSICAL DESCRIPTION	T25 PROTOTYPE
DIMENSIONS	76' -8" X 39' -10"
SITE SQ. FOOTAGE	28,550+
BUILDING SQ. FOOTAGE	2,999
DINING SQ. FOOTAGE	1,120
BATHROOM SQ. FOOTAGE	270
DRIVE-THRU STACK	7+
SEATING CAPACITY	72



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