



Fact Sheet

HISTORY | Founded in 1960 by Wilber Hardee and acquired by CKE Restaurants, Inc. in 1997, Hardee's® restaurants are located throughout the Southeastern and Midwestern United States. The chain built its reputation on a unique breakfast menu featuring Hardee's mouth-watering Made from Scratch™ Biscuits. With a renewed emphasis on premium quality, Hardee's has taken the lunch/dinner segment to the next level with its line of 100 percent Black Angus beef Thickburgers™. Hardee's has clearly established itself as a leader in the quick-service restaurant industry.

HARDEE'S MENU | The Thickburger line features 1/3-, 1/2- and 2/3-lb. Angus beef burgers. Other menu favorites include charbroiled and crispy chicken sandwiches and delicious Crispy Curls™ French Fries. Hardee's famous breakfast menu boasts Made from Scratch™ Biscuits and Breakfast Bowls.

NUMBER OF HARDEE'S RESTAURANTS* | 1,915 total
Currently, there are more than 100 dual-branded Hardee's/Red Burrito® units.

OPERATING AREAS | 30 states in the Midwest and Southeastern US; and internationally in the Middle East

HEADQUARTERS | 100 N. Broadway, Suite 1200, St. Louis, MO 63102

HARDEE'S EMPLOYEES | Approximately 17,000

PARENT COMPANY | CKE Restaurants, Inc. (New York Stock Exchange: CKR)
CKE Restaurants, Inc., through its subsidiaries, franchisees and licensees, owns and operates the Carl's Jr.®, Hardee's, Green Burrito® and Red Burrito restaurant chains.

CKE RESTAURANTS, INC. OFFICERS

Andrew Puzder, Chief Executive Officer

E. Michael Murphy, President and Chief Legal Officer

Ted Abajian, Executive Vice President and Chief Financial Officer

* As of the end of fiscal 2010 second quarter