



Contact: Jenna Petroff  
CKE Restaurants  
314-259-6277  
[jpetroff@ckr.com](mailto:jpetroff@ckr.com)

Niky Roberts  
Weber Shandwick  
314-552-6721  
[nroberts@webershandwick.com](mailto:nroberts@webershandwick.com)

## **CARL'S JR. AND HARDEE'S RAISE MORE THAN \$1 MILLION TO ASSIST MILITARY FAMILIES AND VETERANS**

*Inaugural Stars for Troops campaign fundraiser to benefit Homes for Our Troops and USA Cares*

**CARPINTERIA, Calif. – June 27, 2011** – CKE Restaurants, Inc. and its Carl's Jr.<sup>®</sup> and Hardee's<sup>®</sup> restaurants raised more than \$1 million for military families and veterans during the spring fundraiser that launched Stars for Troops, the chains' new charitable program. The three week in-store fundraising campaign harnessed the national reach of both brands and the generosity of its customers to rally behind the patriotic cause. The funds raised will assist military families and veterans through national charity partnerships with Homes for Our Troops and USA Cares.

The inaugural Stars for Troops fundraising campaign kicked off in early May at Hardee's and Carl's Jr., and ran for three weeks. To participate, restaurant guests donated \$1 in support of military charities. For each \$1 donation, guests received a commemorative "Stars for Troops" cut out to personalize and place on display in the restaurant; in addition, they received restaurant coupons valued at more than \$10 to use toward future purchases.

"I am proud to announce that we raised more than \$1 million in the inaugural Stars for Troops fundraising effort," said Andrew F. Puzder, chief executive officer of CKE Restaurants.

"Advocating for our military families and veterans is a cause close to my heart and the hearts of our CKE employees, our franchisees and guests. Our customers' contributions will go toward building homes and providing basic necessities for our injured veterans, as well as providing them and their families with crucial financial and advocacy support. I've had the opportunity to shake the hands of those helped by Homes for Our Troops and USA Cares in the past several months and I'm pleased with the campaign's tremendous success."

"The funds raised in the Stars for Troops campaign will significantly help us to provide injured veterans and their families with homes that will help restore their freedom and independence," said Dawn Teixeira, executive director for Homes for Our Troops. "Since 2004, Homes for Our Troops has committed to rebuilding the lives of 100 military families through the gift of a mortgage-free, specially adapted home. This commitment is set to be fulfilled in 2011. Thanks to the generosity of Carl's Jr. and Hardee's customers, we can look to building 100 more."

"USA Cares has been working directly with active duty soldiers, veterans, Guard and Reserve members and their families every day since 2003," said Bill Nelson, executive director of USA Cares. "The Stars for Troops campaign raised not only much-needed funds to support these families who have fallen between the cracks of the government support structure, but also improved public awareness of the thousands of brave men and women who sacrificed their health in the name of our freedom."

Previous to Stars for Troops, CKE Restaurants helped raise more than \$4.1 million over six years in support of breast cancer screenings and research – surpassing the \$1 million mark in both 2009 and 2010. The idea for such a fundraising drive began with the Carl's Jr. franchise group, the Star Franchise Association, in 2005. Hardee's franchise group, the International Hardee's Franchise Association, joined the fundraising program in 2007. CKE Restaurants is dedicated to an annual fundraising campaign, which raises money for a cause important to guests, franchisees, employees, and their families. It was these groups who helped choose the new campaign focus and subsequent beneficiaries.

The more than \$1 million raised through the 2011 Stars for Troops fundraiser will directly support both local and national programs of Homes for Our Troops and USA Cares throughout the entire year. In addition, certain funds have been earmarked to benefit regional veterans and military groups with existing ties to individual Carl's Jr. and Hardee's restaurant communities.

For more information, pictures, video, links, regional event listings, stories, employee and partner stories, visit [Stars for Troops](#) on Facebook. To learn more about the Stars for Troops national beneficiaries, see the video posted on the [Carl's Jr.](#) and [Hardee's](#) YouTube pages or visit them directly at [www.homesforourtroops.org](http://www.homesforourtroops.org) and [www.usacares.org](http://www.usacares.org).

#### **About CKE Restaurants Inc.**

CKE Restaurants, Inc. is a privately held company headquartered in Carpinteria, Calif. As of the end of fiscal 2011, CKE, through its subsidiaries, had a total of 3,159 franchised, licensed or company-operated restaurants in 42 states and 19 countries, including 1,249 Carl's Jr. Restaurants and 1,899 Hardee's restaurants. For more information about CKE and its brands, please visit [www.ckr.com](http://www.ckr.com), [www.carlsjr.com](http://www.carlsjr.com) and [www.hardees.com](http://www.hardees.com).

#### **About Homes for Our Troops**

Homes for Our Troops is a national non-profit 501(c)3 organization based in Taunton, Mass. founded by John Gonsalves in 2004 ([www.homesforourtroops.org](http://www.homesforourtroops.org)). The organization's mission is to build specially adapted homes for veterans who have been severely injured in combat operations since September 11, 2001. The specially adapted homes are designed to provide maximum freedom of movement and the ability to live more independently. Thanks to donations from thousands of individuals, foundation grants, corporate sponsors, professional tradespeople and generous support from countless volunteers, the homes are built at no cost to the veteran.

#### **About USA Cares**

USA Cares is a nonprofit 501(c)3 organization that helps post 9/11 military families bear the burdens of service with financial and advocacy support. Its mission: To help with basic needs during financial crisis, to assist combat injured Veterans and their families and to prevent private military home foreclosures and evictions. In almost eight years, USA Cares has received more than 27,500 requests and distributed more than \$7.7 million in grants. Military families anywhere in America can apply for assistance through the USA Cares web site, [www.usacares.org](http://www.usacares.org) or by calling 1-800-773-0387. For more information on USA Cares contact John Revell, [jrevell@usacares.org](mailto:jrevell@usacares.org) or (270) 352-5451.

###