



PRESS RELEASE

For Immediate Release

PROFILE OF PERKINS® FRANCHISEE, HOMER “SCOTTY” SCOTT
Dreams realized and Making Dreams Come True for Give Kids The World

MEMPHIS, TENNESSEE (August 15, 2016) –When Homer “Scotty” Scott and his wife, Janet, were raising their young family, they’d summer in Minnesota visiting relatives and frequenting the local Perkins Restaurant which Scott describes as “a highlight of our children’s visit.” As a young builder, who at the time was in the midst of a developing a 70-acre residential property in his home state of Wyoming, Scott recognized that Perkins might very well be the family dining concept he was looking for to serve as an anchor restaurant in his new development – one that offered wide spread appeal and that could withstand the test of time.

After pursuing, and being accepted as a franchisee, Scott opened his first Perkins Restaurant in Sheridan, Wyoming in 1979 and the rest they say, is history. Over the course of the next three decades, he opened four additional Perkins Restaurants in Wyoming – in Gillette in 1982; Casper in 1985; Cheyenne in the early 1990’s; and Laramie in 2005. Through years of growth and expansion, during which time Scott’s vision was realized, he is quick to point out that Perkins “has and continues to be an important part of our family’s success story and an inherent fiber of the local communities we serve.” He adds, “We believe in the brand and what it represents and are particularly proud of Perkins’ affiliation with Give Kids The World.”

And it is with this sense of pride that in 2014 Scott and his family started the “Swinging for Smiles” golf tournament to support [Give Kids The World](#) (GKTW) Village, a 79 acre, nonprofit “storybook” resort in Central Florida where children with life-threatening illnesses and their families are treated to weeklong, cost-

free vacations. Scott remarks, “We are so pleased that we have found a way to contribute to this worthy cause, and can, in our own special way, help with the successful operation of the Gingerbread House, a one of a kind whimsical 300 seat restaurant opened by Perkins in 1990 where meals are provided free of charge to GKTW children and their families each and every day.”

The third annual GKTW Swinging for Smiles Tournament was recently kicked off with a delicious dinner at Scott’s golf resort, [The Powder Horn](#), followed by an auction and Calcutta. The following day, 42 two-player teams gathered in the morning at the foot of Big Horn Mountain to tee off in the 18-hole tournament benefitting Give Kids The World. There was an afternoon Derby, as well as an awards ceremony attended by players, local VIP’s, Perkins representatives and Pamela Landwirth, President and CEO of Give Kids The World Village. With the combined help of generous donors and event sponsors, Scott raised over \$53,000, which is more than double the amount raised in the inaugural year of the event in 2014! The total raised by Scott over the last three years to benefit Give Kids The World is now over \$110,000. “We couldn’t have done it without the help of our amazing staff and all of the generous donors in and around Sheridan,” comments Scott.

Thanks to his many contributions, Perkins Franchisee, Homer “Scotty” Scott was recently named as the 2016 recipient of Perkins’ Give Kids The World Award honoring his outstanding dedication, commitment and tireless fundraising for the Company’s designated charity.

About Perkins Restaurants & Bakeries:

Founded in 1958, Perkins system consists of 398 restaurants in 33 states and Canada, which includes 134 company-owned and operated restaurants and 264 franchised units. With a consistent focus on delivering memorable dining experiences featuring high quality product offerings at an outstanding value, served in attractive, welcoming and contemporary facilities, the Company cites several key strategies that have served to reinvigorate the brand over the past several years including: a system-wide remodeling program, currently

underway; menu reimaging featuring more food innovation to appeal to guests' discerning taste preferences; and marketing excellence and value promotion designed to drive traffic and increase sales.

With its strong and growing franchise network, Perkins offers services to franchisees including accounting functions, IT support, assistance with new store development/openings and more. Expertise is also delivered one-on-one, through a highly experienced Perkins franchise consultant who acts as a liaison, bringing together the resources franchisees need before, during and after the restaurant opening.

Information about Perkins franchise opportunities can be found at www.perkinsrestaurants.com or by calling Cassandra Bremer, Franchise Dynamics at #417.612.9217.

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Pictured from left to right at the recent Give Kids The World Swinging for Smiles golf tournament held at The Powder Horn in Sheridan, Wyoming – an event which raised over \$53,000 is: Homer “Scotty” Scott, Frank and Phyllis Rotellini, and Pam Landwirth, President and CEO of Give Kids The World Village.



Pictured from left to right at Perkins 2016 Franchise Conference are Robyn Marino, Senior Director, Operations Services, Pam Landwirth, President and CEO of Give Kids The World Village, longtime Perkins franchisee and past Chairman's Award Winner, Homer "Scotty" Scott, recipient of Perkins' Give Kids The World Award honoring his outstanding dedication, commitment and tireless fundraising for the Company's designated charity, and Jeff Warne, President and CEO of Perkins & Marie Callender's, LLC.

