



PRESS RELEASE

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PERKINS® OFFERS EXPANDED FRANCHISE BENEFITS AND INCENTIVES
Building on a tradition of a strong and growing franchise system

MEMPHIS, TENNESSEE (July 12, 2016) – Perkins Restaurant & Bakery, the iconic and premier family dining concept, has long been recognized by experienced restaurateurs for its unparalleled levels of brand recognition, established systems, and a menu that caters to all tastes and dayparts resulting in multiple revenue streams. Effective immediately, Perkins Restaurant & Bakery will expand on these benefits, providing additional incentives to franchisees who participate in the company's expansion goals in key markets in the U.S. and Canada.

"In addition to offering some of the industry's best franchise support services in areas including training, technology, design and construction, purchasing, marketing, and research and development, we have put together a program to pique the interest of, and ultimately enhance our relationship with experienced restaurateurs who join the Perkins franchise community and share our commitment to growing the Perkins brand," explains Andy Whiteley, Vice President, General Counsel & Secretary of Perkins & Marie Callender's, LLC (PMC), who also oversees the company's franchise efforts. "I strongly encourage experienced operators and investors looking to become franchise owners to explore what we offer."

Highlights of Perkins new franchise incentive program include:

- Real Estate Assistance – PMC has affiliated with a national real estate firm to offer real estate selection assistance.
- Reduced Royalty Program – PMC has reduced the royalty rate for all new restaurants to 2% of the restaurant's gross sales for year one and 3% of the restaurant's gross sales for year two (4% of the restaurant's gross sales for year three and thereafter.)

- Reduced Initial Franchise Fee Program – For any developer of three or more Perkins restaurants in an agreed upon time period (depending on the number of units), PMC will reduce the initial franchise fee by \$10,000 for the first unit developed; \$15,000 for the second unit developed; and \$20,000 for the third and subsequent units developed. (The qualifying units must all be under the Area Development Agreement.)

Perkins is also offering a \$5,000 Referral Fee to any existing franchisee who refers a new prospective franchisee to PMC who opens a new franchised Perkins Restaurant.

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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