



FOR IMMEDIATE RELEASE

EGGS JUST THE WAY YOU LIKE 'EM AT SHONEY'S

NASHVILLE, Tenn., April 18, 2007 – Easy, medium or hard? Scrambled or sunny side up?

The all new “Eggs-Your-Way” promotion at Shoney’s restaurants, starting April 16, will serve up eggs just the way you like them when you order Shoney’s all-you-can eat breakfast buffet, starting at \$6.49.

“Our signature breakfast buffet is our most popular menu offering and 'Eggs-Your-Way' creates another unique offering for our guests,” said Hannibal Myers, Shoney's chief development officer. “This level of guest service is helping to bring us back to our roots of great food and great service.”

Promotional support for Eggs-Your-Way was created by MATCH, the new advertising agency for Shoney’s. The new creative includes point-of-purchase, television and radio advertising featuring the new tag line, “People are talking about Shoney’s again.”

Based in Nashville, Tenn., Shoney’s owns, operates and franchises 282 restaurants in 18 states. Each restaurant is open seven days a week. Operating hours are 6 a.m. to 10 p.m. Monday-Friday and 6 a.m. to 11 p.m. or midnight on weekends (hours may vary by location). For more information, visit www.shoneys.com.

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Editor’s Note: High-resolution digital photography and sample creative are available on request.

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