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## **Phenix City Shoney's Restaurant Becomes Franchisee Owned and Operated**

NASHVILLE, Tenn. (Sept. 20, 2005) – Shoney's Restaurants announced recently that the corporate-owned Shoney's Restaurant located at 1212 Sportman Dr., has been purchased and will be operated by franchisees Richard and Melissa White.

“Shoney's current strategy is to increase the number of franchisee-owned restaurants, because the brand works best in the hands of franchisees who have strong ties to the community,” said Rodger Head, president and COO of Shoney's Restaurants.” In the next few months, more than 25 corporate restaurants throughout the United States will become franchisee owned and operated.”

The Phenix restaurant will be the fifth Shoney's that the Whites own and operate. The other four restaurants are located in Lake Park, Columbus and Valdosta, Ga., and Tallahassee, Fla.

Richard White said, “Shoney's brand has a solid reputation as one of America's favorite family-dining restaurants, and to say we own five Shoney's Restaurants is a honor.”

Head added, “This is an exciting time at Shoney's Restaurants. For the first time in 13 years, Shoney's is celebrating positive same-store sales. That's a direct result of the dedication and professionalism of franchisees like Richard and Melissa who believe in the brand's vitality and heritage.”

Last year, Shoney's started a new initiative that focuses on re-franchising. As part of this initiative, new franchisees receive more in-the-field training, restaurants will

receive a new look and a new franchisee agreement was developed that encourages greater involvement in marketing decisions from operators.

Joe Phraner, vice president of franchise services at Shoney's, says the focus on re-franchising has paid off. "Refranchising has played an important role in returning Shoney's to the brand it once was. Franchisees now have more say in marketing efforts and are considered important contributors to our renewed success," he said.

Shoney's Restaurants is headquartered in Nashville, Tenn., and owns, operates and franchises more than 300 restaurants in 21 states.

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