

Hooters Restaurant Plans Expansion to Czech Republic and Slovak Republic

Tuesday February 10, 2009, 6:06 pm EST

ATLANTA, February 10 /PRNewswire/ -- Hooters of America, Inc. today announces it is extending the Hooters Restaurant franchise into the Czech Republic and the Slovak Republic. The franchise territory was awarded to Na Zdravi Ventures, a.s. who plans to open a minimum of six Hooters restaurants across both countries. The first restaurant is slated to open in Prague later this year.

"The Hooters concept has a unique niche in the marketplace and I know it will be successful in Central Europe as it has been in the United States and many other parts of the world," stated J. Steven Parker, CEO of Na Zdravi Ventures. "The people of these two countries enjoy going out frequently with friends for food and fun, and Hooters will fit into that culture perfectly. We believe that the Czech Republic and Slovak Republic are excellent markets and that the time is right for the introduction of the Hooters brand."

The first Hooters location opened its doors over 25 years ago and today there are 450 restaurants located in 43 states in the US and in 26 countries around the world. It didn't take long for the concept to catch on in the United States followed by successful international expansion. By the end of 2009 Hooters plans to have restaurants in four new countries in addition to the Czech Republic, namely Ecuador, Japan, Taiwan and Guam.

About Hooters of America, Inc.

Hooters of America, Inc. is the franchisor and operator of over 450 Hooters restaurants in 43 states and 26 foreign countries. The first Hooters opened in 1983 in Clearwater, Florida. Hooters is well-known for its brand of food and fun, featuring a casual beach-theme atmosphere, a menu that features seafood, sandwiches and Hooters nearly world famous chicken wings, and service provided by the All-American cheerleaders, the Hooters Girls. For more information about Hooters visit www.hooters.com.

About Na Zdravi Ventures, a.s.

Na Zdravi Ventures, a.s. is a Czech company that holds the exclusive franchise rights to operate Hooters restaurants in the Czech Republic and Slovak Republic. The company, the brainchild of six U.S. and two Czech partners, was formed in 2008 and will open its initial restaurant in Prague in late 2009. For more information about Na Zdravi Ventures, please visit www.nazdraviventures.com.

Copyright © 2008 PR Newswire. All rights reserved. Republication or redistribution of PRNewswire content is expressly prohibited without the prior written consent of PRNewswire. PRNewswire shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon.