

# 2008 Hooters® Convention

## Na Zdravi Ventures Attends 12th Annual Event



*Hooters 25th Anniversary Celebration  
International Swimsuit Pageant  
and Convention 2008*

### Celebrating Hooters 25th Anniversary

Several members of Na Zdravi Ventures management team attended the 12th annual Hooters International Swimsuit Pageant and Convention held July 6-8, 2008 in Hollywood, Florida. Hooters of America, Inc. hosted the event in Florida as part of the company's year-long celebration of the 25th anniversary since the original Hooters store opened in Clearwater, Florida.

### Franchisee Networking

Steve Garza, Ed Sigmond and Dan Valdez met many of the Hooters of America team along with representatives from the majority of the franchisees. The convention meetings had an energetic atmosphere which was further fueled by inspirational speeches given by Dick Vitale and Vince Papale, the real-life inspiration for the movie "Invincible". There was also a trade show where initial contact was made with key vendors in anticipation of the mid-2009 opening of the first store in Prague.

The Na Zdravi Ventures team sat in on several workshops targeted directly to the international franchisees, whose owners provided invaluable insight into the unique challenges faced outside the U.S. They pointed out issues they faced when opening up new territories and the solutions that were successful. Their candor was greatly appreciated as they confirmed the high level of support provided by Hooters and the immediate recognition of the brand in the foreign countries. The Na Zdravi Ventures team returned from the convention excited to be part of the Hooters family and ready to get going in the Czech Republic!



Na Zdravi Ventures team with contestants from Texas Hooters



2007 Miss Hooters Breanne Ashley with Steve Garza

### Swimsuit Pageant

The conference culminated with the 12th annual International Swimsuit Pageant held at the Broward County Convention Center. A field of 128 Hooters girls represented the over 430 restaurants worldwide and included 16 contestants from outside the U.S. This was the largest international contingent ever in the pageant and the number will only continue to grow.

After working very hard during a grueling week of early morning photo shoots and rehearsals, the contestants hit the stage and put their best efforts forward. The celebrity panel of judges had an incredibly difficult task in selecting the group of finalist from which Sara Hoots of Selma, Texas emerged as the 2008 Miss Hooters International winner.



2008 field of contestants



2008 Miss Hooters Sara Hoots and the other Top 5 finalists