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CKE RESTAURANTS INC. PARTNERS WITH NETWORK FRANCHISING INTERNATIONAL TO EXPAND THE CARL'S JR. BRAND IN CANADA

CARPINTERIA, Calif. – Sept. 12, 2011– CKE Restaurants, Inc. announced today that it has partnered with Network Franchising International, a full service franchise sales and marketing company, to expand the Carl's Jr.® brand throughout Canada. This news comes on the heels of the brand's successful first restaurant opening in Kelowna, British Columbia.

"Network Franchising International has more than 30 years of experience as a franchising agent in Canada and we are excited to partner with such a well-established team of experts," said Ned Lyerly, EVP Global Franchise Development of CKE Restaurants. "We opened our first Carl's Jr. in Kelowna in June and achieved strong sales results. Our strong reception in the Okanagan Valley demonstrates that Canadians have a healthy appetite for premium Carl's Jr. burgers and the brand should expand well throughout the country."

CKE's entry into Canada is part of a strategic plan to accelerate franchise development in international markets and to double CKE's international presence to more than 800 restaurants in the next five years.

"The Carl's Jr. franchisee program is a unique offering," said Cliff Richler, president of Network Franchising International. "The company's franchisee support system is world class and they continually bring new products to the marketplace. We look forward to working with such an innovative brand."

The country's first Carl's Jr. was opened by franchisee Jove Franchise Development Corporation. Jove plans to open and operate four more units in the Okanagan Valley over the next five years. CKE has also signed a multi-unit agreement with franchisee FYP Company who plans to build 25 restaurants in the greater Vancouver area over the next six years.

Currently, CKE franchises 391 international restaurants which represents approximately 12% of its total restaurant base between both its Carl's Jr. and Hardee's® brands.

For more information on how to franchise a Carl's Jr. in Canada, please contact:

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About Carl's Jr.

Carl's Jr. is celebrating 70 years in the quick-service industry. What began as a lone hot dog cart in Los Angeles, Calif. in 1941 is today a wholly owned subsidiary of CKE Restaurants, Inc. of Carpinteria, Calif. As of the end of Q1 fiscal 2012, CKE, through its subsidiaries, had a total of 3,182 franchised, licensed or company-operated restaurants in 42 states and in 23 countries, including 1,262 Carl's Jr. restaurants and 1,909 Hardee's® restaurants. For more information on CKE Restaurants, visit www.ckr.com, or for brand information, visit www.carlsjr.com. Carl's Jr. social media sites include www.facebook.com/carlsjr, www.twitter.com/carlsjr and www.youtube.com/carlsjr.

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