



## HOOTERS QUICK FACTS

What is Hooters:	A casual, beach-theme restaurant known for the Hooters Girls- the surfer girl next door. Hooters serves seafood, burgers, sandwiches and “nearly world famous” chicken wings.
Atmosphere:	Vivacious Hooters Girls serving up hot food and cold drinks; open kitchen with boisterous cooks; Rock and roll playing from the jukebox; and sports on television. Hooters describes itself as “delightfully tacky, yet unrefined.”
The Hooters Girls:	They are college students, working parents, models and other women who enjoy making money while having fun. The Hooters Girls are like the Dallas Cowboys cheerleaders or the Sports Illustrated swimsuit models: they’re the All-American girl, and they’re famous. Hooters Girls appear on trading cards, calendars, magazines and television, and at sporting events, charity functions and community gatherings. There are over 15,000 Hooters Girls. Managers hire women who best fit the All-American cheerleader image.
Customers:	The people who visit Hooters come from all walks of life, but most are male (68%) between the ages of 25-54.
Locations:	Over 435 in 42 states; Argentina, Aruba, Austria, Australia, Brazil, Canada, China, Costa Rica, England, Germany, Greece, Guatemala, Israel, Korea, Mexico, Panama, Paraguay, Peru, Singapore, Spain, Switzerland, Taiwan, Venezuela and the Virgin Islands.
HOO.C.E.F:	Since 1992, the Hooters Community Endowment Fund has raised over \$8 million for local and national organizations, such as the Jimmy V Foundation for Cancer Research, Special Olympics, Make-A-Wish Foundation, Muscular Dystrophy Association, American Diabetes Association and Juvenile Diabetes Foundation. Every day, somewhere, the Hooters Girls are assisting local charities through car washes, golf tournaments and in-store promotions.
The Beginning:	In 1983, six fun-loving businessmen, with no experience in the restaurant industry, opened a Clearwater, FL joint with girls in orange shorts, chicken wings as the feature item, and an owl in the logo.
Hooters of America, Inc:	The Atlanta-based operator and franchiser of the Hooters concept.
Key Executives:	Coby Brooks, President/CEO John Weber, EVP of Franchise Operations Mike McNeil, VP of Marketing Joe Hummel, VP of Purchasing and Operations Chris Duncan, VP of Administration Kat Cole, VP of Training and Development Mike Locey, VP of Construction and Development Jim Tessmer, VP of Accounting/Controller Doug White, VP of Human Resources
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