



FOR IMMEDIATE RELEASE

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JAKE DELHOMME STARS IN NEW BOJANGLES' SPOT

Panther QB Makes "Rookie Mistake" in Television Commercial

CHARLOTTE, N.C. (August 22, 2008) – Carolina Panthers quarterback Jake Delhomme is back in a new spot for Bojangles' Famous Chicken n' Biscuits that starts airing next week. This time around Delhomme releases a Genie from a bottle.

In the 30 second commercial the Genie grants Delhomme three wishes as a reward for releasing him from the bottle. Delhomme quickly orders a Bojangles' Cajun Filet sandwich, seasoned fries and a legendary sweet tea. When Delhomme begins to express his second wish, the Genie announces that Delhomme has used up his three wishes. As the Panther quarterback protests that he had only used one wish, the Genie says you should have ordered a "combo," telling the 11 year National Football League veteran that he made a "rookie mistake."

"Jake Delhomme is a fan favorite with the Carolina Panthers and with Bojangles'," said Randy Poindexter, Sr. VP of Marketing of Bojangles' Restaurants Inc. "He's been a part of our marketing campaign for four years now. We've really enjoyed working with him and our customers respond to the commercials he appears in."

The "Genie" concept was created by Bojangles' advertising agency, Eric Mower and Associates. The spot was filmed in Charlotte at Bank of America Stadium. The commercial starts airing the week of August 25th and will be used throughout the football season.

Delhomme began his endorsement partnership with Bojangles' in 2004. He has since participated in numerous Bojangles' television commercials and radio spots and attended Bojangles' Annual Golf Classic benefiting the Muscular Dystrophy Association.

Priority Sports & Entertainment, with offices in Chicago and Los Angeles, represents Delhomme in all facets of his career, including team contracts, endorsements and all other off-the-field endeavors.

Founded in 1977 in Charlotte, N.C., Bojangles' Restaurants, Inc. continues to serve only the highest quality and most flavorful food to its loyal customers. Bojangles' kitchens prepare all their proprietary menu items from scratch with its own special blend of seasonings giving the food its unique Bojangles' flavor. The breakfast menu offers biscuit sandwiches that include Cajun Filets, seasoned sausage, steak, country ham as well as egg and cheese. With a core menu featuring Bojangles' World Famous chicken, fresh, made-from-scratch buttermilk biscuits and fixin's such as Bojangles' Dirty Rice, Bojangles' Cajun Pintos and seasoned fries, Bojangles' has cornered the market on taste. First franchised in 1978, Bojangles' boasts more than 400 total locations in 12 states, as well as Honduras and Mexico. By the end of 2008 Bojangles' will have approximately 450 locations open. For more information, please visit www.bojangles.com.

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