

CHECKERS DRIVE IN RESTAURANTS INC /DE

Form 8-K

August 02, 2004

FORM 8-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Current Report Pursuant
to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported)
August 2, 2004

CHECKERS DRIVE-IN RESTAURANTS, INC.
(Exact name of registrant as specified in charter)

| | | |
|------------------------------------|-----------------------------|--------------------------------------|
| DELAWARE | 0-19649 | 58-1654960 |
| (State or other jurisdiction of | (Commission File Number) | (IRS Employer Identification No.) |

4300 WEST CYPRESS STREET, SUITE 600, TAMPA FLORIDA 33607
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code
(813) 283-7000

Former name or former address (if changed since last report)
NOT APPLICABLE

Item 9. REGULATION FD DISCLOSURE.

On August 2, 2004, the Registrant issued a news release entitled "Checkers Drive-In Restaurants, Inc. Scores Again - Double Drive-Thru Joins Miami Dolphins(R) as Official Burger", a copy of which is attached hereto as Exhibit 99.1.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CHECKERS DRIVE-IN RESTAURANTS, INC.

By: _____
Name: Keith E. Sirois
Title: Director, CEO and President
Dated: August 2, 2004

EXHIBIT INDEX

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Exhibit Number Description

99.1 Press Release, dated August 2, 2004

Exhibit 99.1

CHECKERS DRIVE-IN RESTAURANTS, INC.

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Tampa, Florida 33607
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Checkers Drive-In Restaurants, Inc.
Scores Again - Double Drive-Thru Joins
Miami Dolphins(R) as Official Burger

TAMPA, FL., August 2, 2004 -- Checkers Drive-In Restaurants, Inc. (NASDAQ: CHKR) the nation's largest double drive-thru chain, today announced that it signed a multi-year sponsorship deal to become the Official Burger of the Miami Dolphins(R) NFL(R) team.

"Checkers Drive-In Restaurants is proud to announce our partnership with the Miami Dolphins," said Keith E. Sirois, President and CEO, Checkers Drive-In Restaurants, Inc. "Our Checkers(R) brand has a strong presence throughout Florida, and with 49 locations in the Miami/Ft. Lauderdale and West Palm Beach areas, we believe it's important to be a fully active member of these communities. As Official Burger of the Dolphins, we know we will connect with customers as we join them in cheering on their home team."

The Official Burger sponsorship is a multi-year agreement. As the Official Burger, Checkers will be featured on Jumbotron spots and game replays throughout the season and will be an active part of Sportstown activities at the stadium. In addition, participating Checkers locations in the Miami/Ft. Lauderdale and West Palm Beach areas will offer a special Dolphins Combo, which includes a half-pound double cheeseburger, large fries, and a large Coke(R) in a collectible cup for the fans. To support the sponsorship, Checkers will air a customized Dolphins version of its award-winning "You Gotta Eat (SM)" campaign throughout the season.

"We are very pleased that Checkers is joining our team," said Eddie Jones, President of the Miami Dolphins. "This is a great opportunity for the Dolphins to be more fully engaged with our fans throughout the community at Checkers restaurants, and the sponsorship will give our fans new ways to get excited about the team."

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Checkers has had much success with past NFL team relationships, and is looking forward to continued success with the Miami Dolphins.

Checkers will be the title sponsor of the Dolphins preseason game against the Washington Redskins(R) on August 21, 2004, and will give away a Checkers/Dolphins Thermal Cup to the first 50,000 fans to enter the stadium.

Checkers Drive-In Restaurants, Inc. (www.checkers.com) is the largest double drive-thru restaurant chain in the United States. The Company develops, produces, owns, operates and franchises quick service "double drive- thru" restaurants.

Except for historical information, this announcement contains "forward-looking" and "Safe Harbor" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended and the Private Securities Litigation Reform Act of 1995. These forward-looking and Safe Harbor statements reflect management's expectations based upon currently available information and data; however, actual results are subject to future events and uncertainties, which could cause actual results to materially differ from those projected in these statements.

Further information regarding factors that could affect the company's financial and other results is included in the company's Forms 10Q and 10K, filed with the Securities and Exchange Commission.