



## Edgar Filing: CHECKERS DRIVE IN RESTAURANTS INC /DE - Form 8-K

behalf by the undersigned hereunto duly authorized.

CHECKERS DRIVE-IN RESTAURANTS, INC.

By: \_\_\_\_\_/S/\_\_\_\_\_  
Name: Keith E. Sirois  
Title: Chief Executive Officer and President  
Dated: June 24, 2003

Exhibit 99.1

CHECKERS DRIVE-IN RESTAURANTS, INC.

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Checkers Drive-In Restaurants, Inc. Brings Racing Excitement to their Double Drive-thrus with Brickyard 400(R) Sweepstakes and Instant Win Game

TAMPA, FL - June 24, 2003 - Checkers Drive-In Restaurants, Inc. (NASDAQ: CHKR), the nation's largest double drive-thru chain, is offering race fans the chance to win a replicated 2003 Monte Carlo Pace Car and other prizes, such as a trip to the 2004 Brickyard 400(R) NASCAR Winston Cup Series event in Indianapolis. Prizes can be won when customers\* play the Checkers(R)/Rally's(R) "Brickyard 400 Mile Race Collect and Win Sweepstakes" and the "Brickyard 400 Instant Win Game."

Customers who purchase a large Coke are also winners because the drink purchase qualifies them to get Checkers/Rally's signature burger, the Big Buford - with two huge patties, cheese and all the toppings - for just 99 cents.

"This is a fantastic offer for consumers that brings the great value of the Big Buford and the excitement of the Brickyard 400 to Checkers/Rally's customers," said Richard S. Turer, Vice President of Marketing, Checkers Drive-In Restaurants, Inc. "Every peel and reveal piece is a winner, rewarding customers with special food offers or more. This Sweepstakes is one more way that Checkers/Rally's is a fun, fast place to drive-thru."

The high-speed Sweepstakes and Instant Win Game crosses the starting line this week and will run through August 31, 2003 at participating Checkers and Rally's restaurants. When customers

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"go large" by ordering a 42 oz. Coke(R) beverage\*, they can peel to reveal an instant-win prize or one of the letters or numbers needed to spell "Brickyard 400" to qualify for a chance to win the Grand Prize Monte Carlo.

Participants have the chance to win a variety of prizes and special food offers including:

Grand Prize - 2003 Monte Carlo Pace Car replica

1st Prize - three-day/two-night trip for two to the 2004 Brickyard 400 race event in Indianapolis, Indiana

2nd Prize - Brickyard 400 jacket

3rd Prize - Brickyard 400 hat

Food offers include free large Coke(R), Apple Pie, Big Buford(R), Famous Fries, Screamin' Chicken Strips(R) and Fries, Chili Cheese Dog, or Bacon Swiss Buford(R) with any purchase at regular price. (Food discounts expire October 1, 2003.)

Collect and Win Sweepstakes and Instant Win Official Rules can be obtained at local participating Checkers/Rally's through August 31, 2003. In addition, game pieces can be obtained, without a purchase\*, by sending a handwritten, self-addressed, stamped envelope with a request for Official Rules and game pieces.

\* No purchases necessary to enter or win.

Checkers Drive-In Restaurants, Inc.  
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.