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Waffle House® restaurants celebrate 50 years of Good Food Fast®

Year-long anniversary celebration kicks off with the “We Love Our Customers Contest”

(NORCROSS, GA, February 2, 2005) – *Waffle House* restaurants, founded in 1955, is holding a year-long celebration to commemorate a half of a century of serving *Good Food Fast*®, and to thank loyal customers, employees and neighbors who helped *Waffle House* restaurants become *America’s Place to Eat*®.

The celebration kicks off the celebration with the “*We Love Our Customers Contest*” on February 14. The staff of each participating *Waffle House* restaurant will select the top 50 customers and award each customer with priceless 50th Anniversary *Waffle House* merchandise, including the coveted *Waffle House* coffee mugs.

“We’re very excited about celebrating our 50th anniversary with our customers and associates,” said Bert Thornton, *Waffle House* president and the “Bert” of Bert’s Chili™. “Since 1955, the *Waffle House* system has served 2.6 billion customers so it’s the perfect time to show how much we appreciate our customers and associates for making us the phenomenon we’ve become.”

Begun in September 1955, the *Waffle House* restaurant system started as a dream shared by two neighbors. Joe Rogers, Sr., and Tom Forkner wanted to create a restaurant focused on people - both the associates and customers - while serving quality food at a great value.

On Labor Day 1955, their dream became a reality - and an icon was born - when the first *Waffle House* restaurant opened its doors for business in Avondale Estates, an Atlanta suburb. Today the *Waffle House* system operates more than 1,400 restaurants in 25 states. This year’s anniversary will celebrate past achievements, longtime customers, associates and vendor partnerships.

The year-long 50th Anniversary celebration will have special events and offers including a Summer Customer Contest, National Waffle Week celebrations, the Stone Mountain (Ga.) Chili Cook-off, and the release of a special 50th Anniversary song that can only be heard in the *Waffle House* restaurants. *Waffle House* restaurants will also be the official restaurant sponsor for the 35th annual Peachtree Road Race and open a display in May at the World of Coke in Atlanta that will feature historical restaurant photos, associate uniforms and a replica of the *Waffle House* high counter.

About Waffle House: Headquartered in Norcross, Ga., *Waffle House* has been serving *Good Food Fast*® since 1955. Today the *Waffle House* system operates more than 1,400 company and franchise restaurants in 25 states and is the world’s leading server of waffles, T-bone steaks, hashbrowns, cheese ‘n eggs, USDA Choice hamburgers, country ham, pork chops, and grits.

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