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NEW WAFFLES, WAFFLE CHAMPIONSHIP AND ESSAY CONTEST MARK 2006 NATIONAL WAFFLE WEEK CELEBRATION

(NORCROSS, GA, August 24, 2006) – In celebration of National Waffle Week September 3-9 and 51 years of service, Waffle House® restaurants will introduced a new lineup of waffles to its menu, kick off a month long customer contest and host the 2nd annual world waffle eating championships to honor the world’s greatest breakfast food and the restaurant chain that made it famous.

As a prelude to the National Waffle Week, Waffle House has introduced in company-owned restaurants a new buttermilk waffle and re-introduced the chocolate chip waffle to its menu. “We are very excited about the additions of the two new waffles, especially the buttermilk waffle,” says Walt Ehmer, Waffle House President. “We believe this could be the most successful product launch in waffle history.”

In addition to the new waffles, Waffle House restaurants will give customers an opportunity to win exclusive merchandise through the “I Love Waffle House Essay Contest”. Customers must explain in 100 words or less why they love eating at Waffle House restaurants. Customers can submit their entries through the web site www.wafflehouse.com from August 28- September 30. Winners will receive prizes and have their essay posted on the Waffle House web site.

“National Waffle Week started as a simple way to honor the waffle and its impact on mankind,” says Ehmer. “Six years later it has turned into a national holiday with events and celebrations across America.”

Along with new waffle additions and the essay contest, Waffle House will host the 2nd annual Waffle House World Waffle Eating Championships at the Last Blast of Summer on September 3 in Stone Mountain Park outside of Atlanta.

Professional eaters will compete for the title of World Waffle Eating Champion currently held by last year’s winner Joey Chestnut, who holds the world record of consuming 18.5 waffles in 10 minutes. This year’s winner will receive \$5,000 prize and ten local contestants will be paired with a professional to receive Waffle House prizes.

Waffle House, Inc. launched National Waffle Week in honor of the crisp, round, golden treat known as the waffle and the restaurant that brings them to you around the clock. Waffle House waffles are made with sweet cream or buttermilk, vanilla, eggs and pure White Lily flour. In the past 51 years, Waffle House has sold more than 440 million waffles to become the world’s leading server of waffles.

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