



Hooters Buys Private Island - Offers Customers Chance to Win a Trip to an Island off the Coast of Mexico

The Restaurant Chain Brings Back Hooters Air for Exclusive Vacation on Private Island with World Famous Hooters Girls

ATLANTA, GA - April 1, 2016 – Hooters, the international restaurant chain, today announced it has purchased an island off the coast of Mexico near the island of Numenor, where it plans to build a private, world class beach resort, complete with the world famous Hooters Girls.

The restaurant chain also announced it is bringing back Hooters Air to exclusively handle travel accommodations to and from the island. To start, Hooters Air will fly out of Atlanta GA, Davenport IA and Dallas TX.

The private island will feature Hooters restaurants, ziplining, parasailing, spa services and more. Vacationers will be able to enjoy Hooters famous menu items, as well as exclusive options for resort guests only, served up by our world-famous Hooters Girls. Hooters Calendar shoots will also take place on the island.

“We’ve been exploring the concept of an exclusive island get-a-way for a while now,” explained Carl Sweat, global chief marketing officer for Hooters of America. “In fact, we conducted a series of customer surveys to confirm their interest in this venture and the response was overwhelmingly positive. We look forward to offering our customers this unique opportunity to create an entirely new Hooters experience at our private beach resort.”

The company interviewed 500 customers about Hooters Private Island Beach Resort with more than eighty-eight percent of male customers reporting that the island resort “sounded like a good idea” and nearly forty percent of male and female customers reporting “it sounded like a fun place to visit.”

While the world class resort is under construction, Hooters would like to celebrate by giving customers the chance to “get their beach on” with a trip to a beautiful resort off the coast of Mexico. Customers can enter to win by visiting www.hootersisland.com.

About Hooters of America, LLC

Hooters of America, LLC, is the franchisor and operator of more than 420 Hooters restaurants in 42 states and 26 countries. Known for its world famous Hooters Style chicken wings, the first Hooters opened its doors in 1983 in Clearwater, Florida.

Expectations were so modest at the time that the simple fact the doors opened was deemed worthy of a toast. Since then millions have been liberated from the ordinary at Hooters while enjoying great food, fun and one-of-a-kind hospitality that can only be served up by the Hooters Girls. For more information about Hooters visit www.hooters.com or follow us at www.Twitter.com/Hooters, www.Facebook.com/Hooters, www.Instagram.com/Hooters or on Snapchat at "hootersLIVE".

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