



CKE Restaurants Approves HyperActive Technologies as a Preferred Provider of Drive-Thru Timers and OCB Solutions.

PITTSBURGH, PA – February 1, 2008 – CKE Restaurants has approved HyperActive Technologies as a preferred provider of drive-thru timer and OCB (order confirmation board) solutions, according to an announcement by HyperActive Chairman and CEO Joseph J. Porfeli. HyperActive's QTimer™ (drive-thru measurement solution) and HyperView™ OCB are now one of the preferred solutions for more than 1900 Hardees restaurants and more than 1100 Carl's Jr. restaurants.

“CKE is a forward-thinking player in the quick-service restaurant industry, with an emphasis in premium quality. Our solutions are designed to help manage their drive-thru operations more effectively, at the store- and above-store levels, and ultimately to help enhance the total customer experience in their restaurants,” Mr. Porfeli said. “We believe our solutions will have an immediate impact on speed, manageability, and profitability.”

HyperActive's “QTimer” is the only solution with a real-time link to the POS, which ties individual orders to specific times. QTimer features a large, graphical display, giving crewmembers the status of cars at up to three drive-thru service points, while managers can see same-day summaries right on the display. HyperActive's enterprise management reporting capabilities will enable above-store managers to track drive-thru trends in real-time.

The “HyperView” graphics-based OCB gives restaurants a tremendous ability to manage hundreds of units from a single remote location. Cross-sell and up-sell items are visually displayed, based on what the customer has already ordered. Plus, customers can easily see and confirm the contents of their orders, assuring the highest degree of order accuracy. The CPU is inside the store, away from the elements, giving this board a long life span.

HyperActive Technologies is the only company who can provide both of these solutions. Both systems can run on the same PC, so restaurants using both solutions can save money and simplify their operations. Graphics can be easily updated from a central location. Plus, restaurants can access a broad range of detailed reports, for one store or an entire chain, through a single, easy-to-reach web site.

About Carl's Jr., Hardees, and CKE Restaurants

Carl's Jr. and Hardees are wholly owned subsidiaries of CKE Restaurants, Inc. (NYSE: CKR) of Carpinteria, Calif. Carl's Jr., celebrating more than 65 years in the quick-service industry, features “The Six Dollar Burger™, the Western Bacon Cheeseburger® and the Super Star® Hamburger. Hardees, founded in 1960, features 100% Angus Beef Thickburgers™ and Made from Scratch™ Breakfast Biscuits. As of the third fiscal quarter ended Nov. 5, 2007, CKE Restaurants, Inc., through its subsidiaries, had a total of 3,036 franchised or company-owned restaurants in 43 states and in 14 countries, including 1,121 Carl's Jr.® restaurants, 1,915 Hardee's restaurants. For more information, please visit <http://www.ckr.com>.

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About HyperActive Technologies

HyperActive Technologies surrounds quick service restaurants with technologies that improve the total customer experience. HyperActive Technologies is a leader in applying automated

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solutions to the real-time operations management, measurement, and labor management in the quick service restaurant industry. "HyperActive Bob," its flagship product, is a first-of-a-kind kitchen management solution that monitors restaurant traffic and real-time sales to predict real-time product demand and assure there is always hot, fresh food on hand. QTimer, its drive-thru measurement system, integrates with a variety of POS systems to provide real-time, actionable information and detailed reporting. The HyperView OCB combines extreme durability with graphical cross-selling and up-selling capabilities. For more information about HyperActive Technologies, please visit www.gohyper.com.

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