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## **PUSHED FROM THE NEST AND SPREADING ITS WINGS**

***Mr. Chicken closing 25-year-old store; plans to open 2 new stores this year***

**ALL EMPLOYEES WILL BE RETAINED**

Willowick, Ohio – (*February 22, 2010*) – It's one step back then two steps forward.

Mr. Chicken announced today that it will be closing one of its stores this week, paving the way to opening two new ones by the end of the year. No jobs will be lost in the transition.

Walgreen's has purchased the site of the Mr. Chicken restaurant at the corner of Broadview and Snow Roads in Broadview Heights. While Mr. Chicken CEO Michael Simens said he's sad to lose the store, one of the company's best units, he's also excited about the opportunity this affords the 42-year-old Cleveland family owned chain.

"Every store is like one of our children, and it's hard to have to close the Broadview store," he reflected. "In this economy, though, it just makes good economic sense to accept Walgreen's offer because by closing this store, we will be able to open two or three new ones."

All of the employees, who Simens describes as "part of our family," will be reassigned to other Mr. Chicken locations, and he is confident customers will follow.

"We have a very loyal customer base and we know that they will come to our other Parma area stores and see the same people who waited on them at Broadview and Snow," Simens said. The last day of operations at the Broadview store will be Thursday, February 25. Beginning Wednesday, the store will offer surprises and specials for customers, including coupons redeemable at the two nearest locations in Parma at Snow Road and Chevy Blvd. (exactly four miles away) and at Ridge and Pearl (2.7 miles away).

"Since 1996, the corner of Broadview and Snow store has been an eyesore with a gas station that has been abandoned for years," noted Simens. "Now Walgreens will develop the area and we're very happy that we were part of building up that corner."

Simens himself opened the Broadview location in 1983 while working with his father, company founder Robert Simens. Michael said it was always one of his favorite stores because of its customers who made Mr. Chicken part of their family.

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“Every weekend,” he recalled, “the same ladies would come in and order one of our big family combos. I’d ask if their grandchildren were coming for dinner and these ladies faces would light up and they would tell me all about them.”

Terms of the purchase were not disclosed. Several west-side locations are under consideration for the new stores, including the Parma area. Demolition of the Broadview Mr. Chicken store will begin on March 1.

### **Quick Facts about Mr. Chicken**

- Mr. Chicken’s corporate offices are in Willowick, Ohio.
- Michael Simens, President, Chief Executive Officer; son of company founder Robert Simens.
- First store opened in late March 1968 at 5424 Northfield Road in Maple Heights, Ohio which is still in operation at that location today.
- 155 employees at 10 locations:
  - Southgate: 5424 Northfield Road, Cleveland, OH 44137
  - Snow Road: 11680 Snow Road, Cleveland, OH 44130
  - Ashtabula: 1746 W. Prospect Road, Ashtabula, OH 44004
  - Willoughby: 35901 Euclid Avenue, Willoughby, OH 44094
  - Painesville: 1188 Mentor Avenue, Painesville, OH 44077
  - Solon: 6382 SOM Center Road, Solon, OH 44139
  - Broadview: 5819 Broadview Road, Cleveland, OH 44134
  - Sagamore: 10710 Northfield Road, Northfield, OH 44067
  - Twinsburg: 9010 Darrow Road, Twinsburg, OH 44087
  - Ridge & Pearl: 5451 Pearl Road, Cleveland, OH 44129