



POPEYES® LAUNCHES “LOUISIANA LEAUX™” BETTER-FOR-YOU ALTERNATIVES PROGRAM WITH CELEBRATION IN THE FRENCH QUARTER

Naked Chicken Tenders, Lower Calorie Sides, Kids Meal to Augment Menu Offerings

ATLANTA (June 25, 2011) – Popeyes® Louisiana Kitchen, a division of AFC Enterprises, Inc. (NASDAQ: AFCE) today announced the launch of its Louisiana Leaux™ (pronounced “low”) program of better-for-you menu alternatives with a dancing-in-the-streets celebration held in the French Quarter of Popeyes’ heritage home, New Orleans. The new program sees the return of Popeyes’ Naked Chicken Tenders to the menu, as well as the addition of two new lower calorie side items – green beans and apple sauce.

The Louisiana Leaux program delivers the quality and flavor Popeyes’ guests expect, while significantly reducing fat, calorie, and sodium content, in comparison with other menu items. It also introduces the new Get Up & Geaux™ (pronounced “go”) Kids Meal to offer better-for-you eating options for children and their parents.

“We know how much people love Popeyes’ authentic, Louisiana recipe-inspired menu,” said Cheryl Bachelder, president and chief executive officer for Popeyes Louisiana Kitchen. “As part of living a healthier lifestyle, we wanted to provide options for our guests that allow them the opportunity to eat at Popeyes even more often by offering flavorful, better-for-you alternatives.”

Popeyes is celebrating the launch of its Louisiana Leaux – Get up & Geaux! program in The French Quarter today. To promote healthy eating and movement through dance, Popeyes-lovers will participate in a flash mob coordinated dance down Bourbon Street, march along with second line bands and celebrate New Orleans-style.

“We turned Times Square orange last year to announce Popeyes Beat KFC in a national test taste, so it’s only appropriate we launch and celebrate Louisiana Leaux in our birthplace, dance in the streets of the French Quarter and turn IT orange,” said Bachelder.

The new Louisiana Leaux menu features:

- **Naked Chicken Wrap:** A cheese tortilla wrap topped with a Naked Tender, lettuce and pickles

- **Naked BBQ Chicken Po Boy:** A toasted Po Boy baguette featuring two Naked Tenders and topped with BBQ sauce, lettuce and pickles
- **Naked Tenders Meal:** Three seasoned Naked Tenders served with green beans and a toasted baguette roll
- **“Get Up & Geaux” Kids Meal:** Two Naked Tenders served with apple sauce, toasted baguette roll and zero calorie drink

All restaurants will be equipped with Louisiana Leaux brochures that provide nutritional information as well as additional meal options so guests can enjoy other flavorful favorites on the Popeyes menu while maintaining a balanced lifestyle.

For Louisiana Leaux nutritional information, please visit www.popeyes.com and click on the Louisiana Leaux logo, or click on Food, Menu, and then the green “Louisiana Leaux” tab.

About Popeyes® Louisiana Kitchen

Founded in 1972 in New Orleans, Popeyes is a leader in the New Orleans segment of the foodservice industry and is the world’s second largest quick-service chicken concept based on the number of units. As of April 17, 2011 Popeyes had 1,997 restaurants in the United States, Guam, Puerto Rico, the Cayman Islands, and 25 foreign countries. For more information, visit the Popeyes Louisiana Kitchen Web site at www.popeyes.com.

**In an independent national bone-in fried chicken taste test, consumers preferred the taste of Popeyes Spicy and Popeyes Mild over KFC Original Recipe. KFC and Original Recipe are registered trademarks of KFC Corporation.*