

Carl's Jr. and Hardee's Tap Adult Swim Star to Promote Premium Fresh Baked Buns

Tuesday, October 28, 2014



Carl's Jr.® and Hardee's® today announced the latest celebrity to join the ranks of its star-studded advertising campaigns: Carl Brutananadilewski from "Aqua Teen Hunger Force." The outspoken, opinionated neighbor to Master Shake, Frylock and Meatwad in the longstanding Adult Swim animated series leads a late night spot promoting the restaurants' Fresh Baked Buns, in a distinctive take on the chains' iconic car wash ads. The new ad can now be seen on Adult Swim and on the Carl's Jr. and Hardee's YouTube channels.

"With every ad, we want to give our fans something that makes them do a double-take at their TV sets, and with this commercial I think we've really outdone ourselves," said Steve Lemley, Senior Vice President of Field Marketing and Media at Carl's Jr. and Hardee's. "Though not beautiful in the traditional way as the talent we've worked with in the past, Carl brings a certain willingness to the role and a unique interpretation of 'Fresh Baked Buns.'"

Brutananadilewski added, "Eating Carl's Jr. hamburgers with Fresh Baked Buns in a banana-hanger on the hood of my Dodge Spyder is a manly, masculine thing to do, and I don't care what it looks like or what you think because this is a free country, and I do what I want when I want and how I want."

Unlike other fast food chains, Carl's Jr. and Hardee's bake their Fresh Baked Buns fresh inside each restaurant every day. The result is a premium bun that's denser and a little sweeter, bringing out the flavor of the charbroiled 100 percent Black Angus beef patties.

The 30-second animated spot was written and produced by "Aqua Teen Hunger Force" series creators Dave Willis and Matt Maiellaro in conjunction with media planning and placement agency [Initiative](#) and creative agency [72andSunny](#). Watch the spot online by visiting the Carl's Jr. and Hardee's YouTube pages:

- Carl's Jr.: <http://youtu.be/nXtKW06Y910>
- Hardee's: <http://youtu.be/qh901FISVDE>

Follow Carl's Jr. and Hardee's on Facebook (www.facebook.com/carlsjr and www.facebook.com/hardees), Twitter (@CarlsJr and @Hardees) and Instagram (@CarlsJr and @Hardees) for the latest details and promotional offers. Download the Super

Star® Rewards app from the [iTunes Store](#) and [Google Play](#) and check in to redeem Carl's Jr. and Hardee's products on the spot, save points for a high-value reward, check out the full menu and use the store locator to find any Carl's Jr. or Hardee's in the U.S.

About CKE Restaurants Holdings, Inc.

CKE Restaurants Holdings, Inc. ("CKE") is a privately held company headquartered in Carpinteria, Calif. Through its subsidiaries, CKE owns and licenses Carl's Jr.® and Hardee's® quick-service restaurants. CKE operates Carl's Jr. and Hardee's as one brand under two names acknowledging the regional heritage of both banners. CKE has a total of 3,538 franchised or company-operated restaurants in 42 states and 32 foreign countries and U.S. territories. Known for its one-of-a-kind premium menu items such as 100 percent Black Angus Thickburgers®, Made from Scratch™ Biscuits, Hand-Breaded Chicken Tenders™ and Fresh Baked Buns, as well as an award-winning marketing approach, the Carl's Jr./Hardee's brand continues to deliver substantial and consistent growth in the U.S. and overseas. The Carl's Jr./Hardee's system is now 76 percent franchised, with international restaurants representing 18 percent of the system. For more information about CKE, please visit www.ckr.com or its brand sites at www.carlsjr.com and www.hardees.com.

About Turner Broadcasting Ad Sales

Turner Broadcasting Ad Sales monetizes the company's portfolio of leading news, sports, kids and entertainment properties through advertising and brand activations. Attracting a wide-scale audience of diverse consumers, the collection includes leading media brands CNN, HLN, TBS, TNT, truTV, Cartoon Network, Boomerang, Adult Swim, Bleacher Report and Turner Sports' high-profile coverage of the NBA, NASCAR, MLB, NCAA and PGA. In addition, the company has digital sales partnerships with Funny Or Die, the NBA, NCAA and PGA. Turner Broadcasting Ad Sales is part of Turner Broadcasting System, Inc., a Time Warner company. Turner Broadcasting creates and programs branded news; entertainment; animation and young adult; and sports media environments on television and other platforms for consumers around the world.

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