



PRESS RELEASE

For Immediate Release

**CYHAWK HOSPITALITY TO OPEN PERKINS® RESTAURANT & BAKERY IN LINCOLN
MARKS CONTINUED GROWTH IN NEBRASKA FOR PERKINS FRANCHISEE**

FOR ADDITIONAL INFO, CONTACT MATT RAHFALDT AT (816) 308-1490

MEMPHIS, TENNESSEE (August 19, 2019) –Perkins Franchisee, CyHawk Hospitality, opened a new restaurant on Monday, August 19. The restaurant at 7301 Husker Circle in Lincoln, is the company's 18th restaurant, and 4th in Nebraska. Their 3rd Nebraska location opened in Omaha in July of 2018. The newly constructed restaurant is located on the North side of Lincoln, near the I-80 and 27th Street interchange and has a staff of approximately 80 full and part time employees.

Since becoming a Perkins franchisee in 2007, CyHawk Hospitality has experienced impressive growth. When asked about the key to their success over the past decade, CyHawk Hospitality President, Jim Rahfaldt quickly responds, "The answer is easy - it's the Perkins brand, the customers, the employees, the entire organization from top to bottom!" Rahfaldt's sons, Matt and Nick elaborate citing: the strong appeal of Perkins food, multiple dayparts and bakery point of difference; the newly designed and inviting facilities; outstanding and committed team members who share an enthusiasm for growth; and strong relationships with the communities, vendors and

landlords with whom they do business, as key contributing factors. They also note their commitment to the community with various fundraising partnerships with local schools.

About CyHawk Hospitality:

CyHawk Hospitality is owned and operated by Jim Rahfaldt and his two sons, Matt and Nick. Jim Rahfaldt and his family have been involved with the brand for the past 25 years. Jim started out as a Corporate Regional Manager for Perkins in 1994 and Nick and Matt grew up in the business. With the support of Kim Prowant, Vice President of Operations and Training, and Norvell Houston, Director of Food Quality, CyHawk Hospitality is comprised of hands-on operators – in and out of their stores on a daily basis, always attuned to their guests' needs, and strong proponents of Perkins' company-wide culture of kindness served daily.

About Perkins Restaurant & Bakery:

Founded in 1958, the Perkins system consists of 360+ restaurants in 32 states and Canada. Perkins continues to seek experienced restaurant operators interested in becoming franchise owners in targeted U.S. states and Canadian provinces. With its strong and growing franchise network, Perkins offers services to franchisees including accounting functions, IT support, assistance with new store development/openings, and more. Additional information can be found at www.perkinsrestaurants.com or by contacting Perkins at franchise@prkmc.com or #224.400.6087.