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Love's Opens First Travel Stop in West Virginia

Ripley location features Chester's, McDonald's restaurants

RIPLEY, W.Va. -- Love's Travel Stops & Country Stores Inc. has opened its first retail outlet in West Virginia, located in Ripley, just off interstate 77 at exit 132 on Old Highway 21. Chester's, a leading fried chicken foodservice offering in the convenience store category, has announced the grand opening of its newest unit, inside the new Love's location there.

Love's was Chester's first franchisee, and today is the largest franchise operator in the system, with more than 40 Chester's and Chester Fried locations in travel plazas across the United States. Love's is slated to add many additional Chester's locations in the remainder of 2008 and 2009.

"Working with a national brand like Chester's has proven to be successful for us," said Joe Cotton, director of restaurant services for Love's. "The marketing support we get from Chester's is a much needed boost that we could only get from a strong foodservice partner."



This new location will cater to its customers by offering free internet access, dine-in seating, a game room, as well as various foodservice options. The new Chester's, which will be co-branded with McDonalds, plans to offer its customers takeout, dine-in and catering options.

"We are excited to catapult the brand forward through growth with Love's Travel Stops and Country Stores," said James Venable, director of operations for Birmingham, Ala.-based Chester's. "Their motto of 'Clean Places, Friendly Faces,' meshed with Chester's Fresh Fried Chicken, makes

it a welcome stop on the freeway system."

A special grand opening event was held yesterday, which included a ribbon-cutting ceremony and a guest appearance by Chester the Chicken.

Chester's is an emerging leader of quick-serve restaurant (QSR) concepts with more than 1,500 Chester Fried licensed and Chester's franchised locations. Along with its products, Chester's offers flexible size and store layout options, training and support. Chester's uses only fresh chicken that is specially marinated and double-breaded using a proprietary family recipe and offers bone-in, tenders and potato wedges as well as sandwiches, wraps,

salads, breakfast and sides.

Love's Travel Stops & Country Stores is a family-owned and -operated company headquartered in Oklahoma City. Love's was established in 1964 and has since grown to more than 200 Travel Stops & Country Stores in 30 states.