

Good Times Launches 'All Natural Beef' Ad Campaign

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Good Times Restaurants, Inc. (Nasdaq:GTIM) is returning to television this spring with a campaign that touts the chain's exclusive use of all-natural beef throughout their system of restaurants.

'Good Times introduced all-natural Coleman beef in 2003 and believe ourselves to be the first and largest fast food hamburger chain in the country to serve beef that is raised on an all-natural protocol and contains no antibiotics, growth hormones or steroids,' states Boyd Hoback, Good Times President & CEO.

The decision to exclusively use all-natural beef has become a primary and meaningful point of difference for the brand with consumers, according to Hoback. 'It was time,' he says, 'to use the power of television to really put that stake in the ground.'

The campaign was created by Morey Evans Advertising, the long-standing agency-of-record for Good Times. It features the Good Times spokesperson and brand icon: The Good Times Director of Global Expansion.

'The television spot we created is simple, bold and direct, yet still within the brand personality for which Good Times is so well recognized,' says Morey Evans Creative Director Tom Evans. 'It humorously points out, via an All-Natural Beef Detector machine, that the quality safeguards at Good Times are strict and uncompromising when it comes to their all-natural beef.'

'It's not a commercial the big burger chains could do or, frankly, would do,' Evans explains, which he says is part of the unique appeal of a brand like Good Times and the unconventional way in which it markets to its customers.

The campaign was launched on March 14 and will be featured on both network and cable television stations in the Denver-Front Range market.

Good Times Burgers & Frozen Custard has 52 restaurants, mostly in Colorado, serving high-quality, 100% all-natural Coleman beef burgers, chicken sandwiches, and fresh frozen custard.

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