



O'Charley's Inc. Announces Plans for Rollout of Re-Branding Initiatives

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O'Charley's Inc. (Nasdaq: CHUX), a leading casual-dining restaurant company, announced today that its Board of Directors approved plans for the rollout of the Company's re-branding initiatives at its regularly-scheduled meeting on November 13 and 14.

The Company's plans for 2008 include the completion of between 65 and 70 'Project RevO'lution' re-brandings at O'Charley's restaurants, and between 38 and 42 'Project Dressed to the Nines' re-brandings at Ninety Nine restaurants. The Company expects to substantially complete the re-branding initiatives in both restaurant concepts by the end of 2009. These re-branding initiatives include the remodeling and reimaging of the restaurants, staff training, and the introduction of new service standards, plateware and uniforms.

'The performance of the 29 'Project RevO'lution' and 44 'Project Dressed to the Nines' re-brandings completed to date continues to exceed our expectations,' said Gregory L. Burns, chairman and chief executive officer of O'Charley's Inc. 'We believe that the roll-out of these initiatives will create a point of competitive differentiation between our brands and the competition, and will help us to position the Company for long-term growth and profitability. We appreciate the strong support of our Board of Directors for these initiatives, which are key elements of our transformation strategy.'

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