

## Wingstop Celebrates 20 Consecutive Quarters of Comp Store Sales Increases

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The successive increase for the second quarter of 2008 was 6.8 percent, following an 8.9 percent increase in the first quarter of 2008 and an 11.8 percent increase in the fourth quarter of 2007.

Wingstop has successively increased comp store sales in a market where other chains are struggling. In the April American Express MarketBrief, the 19 limited-service chains reporting fourth quarter figures tallied an average increase of 3.2 percent compared to Wingstop's 11.8 percent. Wingstop has maintained continuous comp store sales increases dating back to the third quarter of 2003.

'We feel this is a significant milestone given the current economy,' said Flynn. 'We attribute this to our loyal customers, our hard working brand partners and the innovative programs developed by our staff.'

Flynn went on to explain how rolling out online ordering and bundled meals has increased customers' ease in ordering as well as the chain's revenues.

'We've done everything we can to make ordering fast and simple,' said Flynn. 'Also, our concept is inherently more recession-proof because of our low price points and the fast casual counter service which doesn't require tipping. A large percentage of our business is take-home and our value really stacks up against everything, including buying the groceries and cooking.'

The 20th quarter milestone comes on the heels of Wingstop's win of Best Overall Company at the American Business Awards ceremony held June 12 in New York.

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