

FOR IMMEDIATE RELEASE**CKE Restaurants selects ION IQ Digital Drive-Thru Headset System
from HME for its Hardee's and Carl's Jr. brands**

Enhanced sound and restaurant management capabilities will drive efficiency, service

San Diego, CA — September 17, 2010 — [CKE Restaurants, Inc.](#), has approved HME's *ION IQ* digital drive-thru headset system as the *Preferred Vendor* for Hardee's and Carl's Jr. quick service franchises. Hardee's operates throughout the Midwestern and Southeastern United States, Carl's Jr. throughout the Western U.S. The *ION IQ* [drive-thru headset system](#) will benefit over 1000 restaurants in 42 states across the country.

"We're excited to continue our partnership with HME," said Jeff Chasney, CIO & EVP Strategic Planning, of CKE. "The *ION IQ*'s sound management system (SMS) produces clarity and intelligibility like we've never heard. Obviously, that helps at the drive-thru lane, but what's more is how the system will aid our managers throughout the restaurant."

ION IQ's Sound Management System (SMS) is the first of its kind, and bundles five cutting edge, sound-enhancing technologies into one package. Innovative features of the SMS include a voice optimized microphone specifically designed to recognize and replicate the human voice and improve intelligibility, and the industry's first Automatic Noise Control (ANC), that instantly quiets inbound sound and helps reduce fatigue from repeated orders.

ION IQ's groundbreaking message center combines three unique features which allows managers to setup and send *Reminders, Alerts and Messages* to their restaurant staff. Reminders keep employees on task ("stock the station" or "wash your hands") and Alerts notify staff of critical developments affecting food safety and restaurant security such as "back door open." Greetings can announce daily specials or store hours such as "Try our new burger" or "Sorry, we are closed. Come visit us at..." which can be scheduled throughout the day. Add up to 12 Greetings to increase sales and help improve check averages.

"What excites us about *ION IQ* is its capability to go beyond just clear, digital sound," said Vice President of Sales, Paul Foley. "This is a total package. It not only improves drive-thru communication, but communication and management efficiency throughout the entire operation."

For more information on HME's *ION IQ* and other drive-thru systems, please call (800) 848-4468 or visit us on the web at www.hme.com.

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About CKE

CKE Restaurants, Inc. (CKE), through its subsidiaries, franchisees and licensees, operates some of the most popular U.S. regional brands in quick-service and fast-casual dining, including the [Carl's Jr.®](#), [Hardee's®](#), [Green Burrito®](#) and [Red Burrito®](#) restaurant brands. The CKE system includes more than 3,000 locations in 43 states and in 13 countries. CKE is headquartered in Carpinteria, California.

About HME

HME was the first to introduce the wireless headset for the drive-thru to the QSR industry. Today, we lead the industry in the number of worldwide QSR communication and timer system installations. HME is the only manufacturer that provides total solutions for the QSR drive-thru, including wireless and cabled communication systems, timers, service and support.

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