



Engauge Digital Helps Chick-fil-A Promote Cow Appreciation Day

ATLANTA (July 7, 2008) -- Engauge Digital, the Interactive Center of Excellence within the Engauge enterprise (www.engauge.com), is helping Chick-fil-A® promote Cow Appreciation Day®. Customers that go to any Chick-fil-A on this day, wearing any type of cow-related apparel, receive a free sandwich; customers fully dressed as a cow receive a combo meal. The event takes place on July 11th this year.

“Cow Appreciation Day gives our customers the opportunity to have some fun as we reinforce the sustainability of our brand icon,” said Michael McCathren, with the interactive digital marketing group at Chick-fil-A. “Engauge Digital’s interactive campaign will go a long way toward establishing long-term recognition of the Cows and for Cow Appreciation Day.”

Engauge Digital developed an interactive marketing campaign to work in conjunction Chick-fil-A’s individual store and press promotion for the Cow Appreciation Day. Engauge Digital’s nationwide promotion is designed to encourage participation and increase consumer awareness of the event.

The campaign’s microsite (www.CowAppreciationDay.com) uses fun and amusing imagery to showcase ten ways customers can dress up to receive a free sandwich or combo meal. Each day, one new idea will be displayed on the homepage. Users can also download spots and a cow mask to use on the day of the event.

In addition, the campaign leverages social networking and community outreach. Cow Appreciation Day “event pages” in Facebook provide a way for users to invite their friends to participate, while messages in Chick-fil-A related groups are used to promote the event. The promotion also makes use of blogs and forums, MySpace, and email marketing, as well as outreach to several local community groups.

“Chick-fil-A has always understood the importance of community, before social networking sites like Facebook even existed,” said Jeff Hilimire, President of Engauge Digital. “This campaign is a great example of how they are fusing their on and offline fan bases to do something really exciting with their brand.”

Take part in Cow Appreciation Day. www.CowAppreciationDay.com.

About Chick-fil-A, Inc. Atlanta-based Chick-fil-A, Inc. is the nation’s second-largest quick-service chicken restaurant chain (based on sales), with nearly 1,400 restaurants in 37 states and Washington D.C. In 2007, Chick-fil-A produced record sales of \$2.64 billion - a 16.09 percent overall increase and an 8.47 percent same-store sales gain that helped extend the chain’s streak of consecutive sales gains to 40 years. In 2008, Business Week magazine included the chain in its Top 25 list of Customer Service Champs.

About Engauge Engauge is a marketing agency founded by Halyard Capital, in partnership with Stan Rapp, formed to unite the power of digital, traditional, and direct marketing. At

Engauge, brilliant minds from diverse disciplines come together in a uniquely structured environment to encourage true collaboration and profitable results. Each entrepreneurial center of excellence at Engauge retains its core specialization and can access expertise throughout the enterprise when a holistic solution is required. Engauge's proprietary creative thinking process develops transformational ideas that change minds, revitalize brands, and improve bottom lines. Engauge's clients include Best Buy For Business, The Coca-Cola Company, The Home Depot, InterContinental Hotels Group, International Delight, Land O'Lakes, Logitech, Mars, Perkins Restaurants, Pert Plus, Sony, the State of Georgia, Sure, TiVo, Turner Broadcasting, UPS, and WellPoint. Its staff of 300 associates is located in Atlanta, Austin, Columbus, Orlando, and Pittsburgh. Learn more about Engauge at www.engauge.com. Contact Engauge Digital (formerly Spunlogic) at 404-601-4321.

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