



## **Hooters Names DIRECTV FOR BUSINESS<sup>SM</sup>**

### **Strategic Partner of the Year**

*Company has helped bolster iconic chain's success with superb live sports and events programming as a staple of the restaurant's dining experience*

**ATLANTA (July 12, 2022)** — Hooters, the original American wing joint, awarded DIRECTV's Business Solutions arm its Strategic Partner of the Year award at its annual franchisee conference held at Harrah's Lake Tahoe in Stateline, Nev.

The award recognized DIRECTV FOR BUSINESS for helping Hooters of America (HOA) create a great overall customer environment at its locations by providing outstanding live sports programming, a reliable and functional infrastructure, white-glove responsiveness and support, plus marketing and promotional programs.

"We recognized DIRECTV BUSINESS SOLUTIONS for its commitment to working through in-restaurant challenges, particularly during the pandemic, and constantly looking for ways to bring live sports and entertainment to our guests," added Bruce Skala, chief marketing officer, Hooters of America. "We appreciate the DIRECTV best-in-class 24/7 responsiveness to both strategic requests and urgent needs."

The HOA team cited the COM3000 system as an optimal distribution platform for DIRECTV FOR BUSINESS and other content throughout its restaurants. The award also recognized technology and infrastructure investment, improving the overall end-user experience in-restaurant.

The award was the result of the work of the entire DIRECTV FOR BUSINESS specialized National Accounts team assigned to HOA including Brian Watkins, account manager; Valarie Maes, previous account manager (2020-2021); Martin Phillips, project manager; Ben Schlimm, previous project manager (2018 - April 2022); Nadine Taylor, field operations specialist; Judi Holley, Becky Adams and Mel Pipkin, field services escalations; and Mark Tibak, lead marketing manager.

###

#### **About Hooters of America, LLC**

Hooters of America, LLC, is the franchisor and operator of more than 410 Hooters restaurants in 38 states and 24 countries. Known for its world-famous Hooters Style chicken wings, the first Hooters opened its doors in 1983 in Clearwater, Florida. Expectations were so modest at the time that the simple fact the doors opened was deemed worthy of a toast. Since then, millions have been liberated from the ordinary at Hooters while enjoying great food, fun, and one-of-a-kind hospitality that can only be served up by the Hooters Girls. For more information about Hooters,



visit [www.hooters.com](http://www.hooters.com) or follow us at [twitter.com/hooters](https://twitter.com/hooters), [facebook.com/hooters](https://facebook.com/hooters) or [instagram.com/hooters](https://instagram.com/hooters).