

CHECKERS DRIVE IN RESTAURANTS INC /DE

Form 8-K

February 17, 2004

FORM 8-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Current Report Pursuant
to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported)
February 13, 2004

CHECKERS DRIVE-IN RESTAURANTS, INC.
(Exact name of registrant as specified in charter)

| | | |
|------------------------------------|-----------------------------|--------------------------------------|
| DELAWARE | 0-19649 | 58-1654960 |
| (State or other jurisdiction of | (Commission File Number) | (IRS Employer Identification No.) |

4300 WEST CYPRESS STREET, SUITE 600, TAMPA FLORIDA 33607
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code
(813) 283-7000

Former name or former address (if changed since last report)
NOT APPLICABLE

Item 9. REGULATION FD DISCLOSURE.

On February 13, 2004, the Registrant issued a news release entitled "Another Home Run for Checkers Drive-In Restaurants, Inc. Tampa-based Company Named "Official Burger" of MLB's(TM) Devil Rays(R)", a copy of which is attached hereto as Exhibit 99.1.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CHECKERS DRIVE-IN RESTAURANTS, INC.

By: _____
Name: Keith E. Sirois
Title: CEO and President
Dated: February 13, 2004

EXHIBIT INDEX

Edgar Filing: CHECKERS DRIVE IN RESTAURANTS INC /DE - Form 8-K

Exhibit Number Description

99.1 Press Release, dated February 13, 2004

Exhibit 99.1

CHECKERS DRIVE-IN RESTAURANTS, INC.

4300 West Cypress Street, Suite 600,
Tampa, Florida 33607
* (813) 283-7000 * (813) 283-7001

CONTACT: Kim Francis
MARC Public Relations
412-562-1186

Another Home Run for Checkers
Drive-In Restaurants, Inc.
Tampa-based Company Named
"Official Burger" of MLB's(TM) Devil Rays(R)

TAMPA, FL - February 13, 2004 -
Checkers Drive-In Restaurants, Inc.
(NASDAQ: CHKR), the nation's largest
double drive-thru chain, today announced
that it signed a multi-year sponsorship
deal to become the "Official Burger" of
the Tampa Bay Devil Rays(R) Major League
Baseball(TM) team.

"Checkers Drive-In Restaurants is proud
to announce our partnership with the Bay
area's Major League Baseball team," said
Keith E. Sirois, President and CEO,
Checkers Drive-In Restaurants, Inc.
"As the 'Official Burger' of the Devil
Rays, Checkers(R) and Rays fans will have
additional opportunities to experience
their hometown favorites. We are excited
about their prospects, and wish Lou and
his team much success."

"We are extremely pleased to enter this
partnership with Checkers and look forward
to a long-lasting relationship," said Devil
Rays Managing General Partner, Vincent J.
Naimoli. "We believe our fans will be just
as excited as we are at having Checkers as
the 'Official Burger' of the Devil Rays. It's
also going to be a great addition for Rays
fans to enjoy before or during the game at
Tropicana Field."

"As a Tampa native and manager of the Devil
Rays, I am very pleased that the local
favorite, Checkers, is going to be a part
of our team," said Lou Piniella. Mr. Piniella
was born and raised in Tampa, graduated from
Jesuit High School and attended the
University of Tampa. "Checkers has built a
championship organization through talented,
hard-working, dedicated people and that is

where our organization is headed."

Checkers has an excellent batting average when it comes to sports sponsorships.

"Every professional team that Checkers has sponsored over the past five years has made it to the playoffs with Checkers as their 'Official Burger,' "said Richard S. Turer, Vice President of Marketing, Checkers Drive-In Restaurants, Inc. "We hope that our Champ(R) Burgers will create the same magic for the Devil Rays. This relationship is good for Checkers and good for Tampa Bay."

Checkers Drive-In Restaurants, Inc. (www.checkers.com) is the largest double drive-thru restaurant chain in the United States. The Company develops, produces, owns, operates and franchises quick service "double drive- thru" restaurants.

Except for historical information, this announcement contains "forward-looking" and "Safe Harbor" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended and the Private Securities Litigation Reform Act of 1995. These forward-looking and Safe Harbor statements reflect management's expectations based upon currently available information and data; however, actual results are subject to future events and uncertainties, which could cause actual results to materially differ from those projected in these statements.

Further information regarding factors that could affect the company's financial and other results is included in the company's Forms 10Q and 10K, filed with the Securities and Exchange Commission.