

CHECKERS DRIVE IN RESTAURANTS INC /DE

Form 8-K

July 23, 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)
July 21, 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 July 21, 2004, the Registrant issued a news release entitled "Checkers(R)/Rally's(R) Managers' Awards Nearing \$40,000 in Prizes Circuit City(R) Bonanzas Part of Company's Award-Winning Incentive Programs", 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: Director, CEO and President
Dated: July 21, 2004

EXHIBIT INDEX

Exhibit Number Description

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99.1 Press Release, dated July 21, 2004

Exhibit 99.1

CHECKERS DRIVE-IN RESTAURANTS, INC.

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Tampa, Florida 33607
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Checkers(R)/Rally's(R) Managers' Awards
Nearing \$40,000 in Prizes Circuit City(R)
Bonanzas Part of Company's Award-Winning
Incentive Programs

TAMPA, FL - July 21, 2004 - Checkers
Drive-In Restaurants, Inc., (NASDAQ:
CHKR), the nation's largest double
drive-thru chain, recently awarded
another one of its top-performing
managers with nearly \$10,000 worth
of electronic prizes. This fourth
Circuit City(R) Bonanza event, which
took place on July 16th, brings the
grand total of electronic prizes awarded
to approximately \$40,000 during the year.
Prizes have included a 53-inch TV, DVD
player, digital camera, home computer
with Internet access, and a collection of DVDs.

"Our employees are key to Checkers(R)/Rally's(R)
success, so we're proud to reward our top
managers with these great prizes through
our Circuit City Bonanzas," said Steve
Cohen, Senior Vice President of Human
Resources at Checkers Drive-In Restaurants,
Inc. "The Circuit City Bonanza is just
another example of Checkers/Rally's employee
incentive programs that support both our
franchise and Company store community by
helping motivate employees, improve
store-level performance, and reduce employee
turnover. I congratulate these managers and
their crews for their outstanding performance
this year."

The four winning managers included Angela
Cunningham, Rally's Company store manager
from Indianapolis, Indiana; Amanda Walker,
Checkers Franchise store manager from California,
Maryland; Barbara Aguirre, Rally's Franchise
store manager from Lancaster, Ohio; and Byron
Henderson, Rally's Franchise store manager from
St. Louis, Missouri.

"This is a great program," said Amanda Walker,

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Checkers manager from California, Maryland, who was flown to Tampa where she sprinted through Circuit City for ten minutes collecting signs, each representing an electronic prize. "All of my hard work definitely paid off, and I'm glad to be able to share prizes with my crew because it takes a team to succeed."

Checkers Drive-In Restaurants, Inc. was recently awarded the 2004 American Business Award(SM) for Best Human Resources Executive and the 2003 People and Performance Award for its outstanding employee recognition programs, including the 2003 "Speed to Succeed" program where cars are awarded on a monthly basis. Checkers/Rally's attributes much of its recent turnaround to its investment in people through recognition and training programs.

Through the Company's manager incentive programs, top-performing Checkers/Rally's managers across the country have been awarded 56 vehicles over the past three years.

Checkers Drive-In Restaurants, Inc.

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.