

For Immediate Release
July 7, 2008

Contact: Colleen Eulo
Associate Executive Director
757-497-7297
ceulo@managegroup.com

Independent Hardee's Franchisee Association Wins APEX 2008 Award of Excellence!

Chesapeake, VA... Independent Hardee's Franchisee Association (IHFA) has been awarded the APEX 2008 Award of Excellence in the Magazines & Journals category for its quarterly publication, the *INSIGHT*.

APEX 2008 -- the 20th Annual Awards for Publication Excellence -- is an international competition that recognizes outstanding publications from newsletters and magazines to annual reports, brochures and websites. According to the APEX 2008 judges, "The awards were based on excellence in graphic design, quality of editorial content and the success of the entry in conveying the message and achieving overall communications effectiveness."

About the APEX Awards

The APEX Awards for Publication Excellence is an annual competition for writers, editors, publications staff and business and nonprofit communicators. It is sponsored by Communications Concepts, Inc., publishers of business communication reports, including *Writing That Works*, a subscription bimonthly for professional communicators, and special reports on topics such as writing feature articles and web publishing.

In the Twentieth Annual APEX Awards, awards were given in 110 communications categories, in 11 main categories including: newsletters; magazines and journals; magazines and newspapers; annual reports; brochures, manuals and reports; electronic and video publications; web and intranet sites; campaigns, programs and plans; writing; design and illustration; and one-of-a-kind publications.

About IHFA

IHFA is a non-profit organization dedicated to providing a unified voice for Hardee's franchisees to communicate with the corporate franchisor, working for the good of the Hardee's system and serving as a resource to the franchise community. For more information please visit www.IHFA.com.

IHFA is managed by Organization Management Group, Inc. (OMG). OMG is an outstanding provider of management services to for-profit and non-profit organizations. OMG is one of only 19 association management companies in the world to receive the prestigious Charter Accreditation through the AMC Institute, and one of 40 association management companies who earned the designation of Charter Accreditation through ASAE. OMG employs nearly 40 skilled professionals and currently serves thirteen national, regional, state and local associations on a full-service or project basis. For additional information on OMG, visit www.ManageGroup.com or contact President Mike Reitelbach at 757-473-8701.

###