



NEWS RELEASE

New Chef Brings a New Touch to the Traditional Southern Menu at Rose Hill Conference Center



NASHVILLE, N.C. (Oct. 17, 2006) – Walter Marrotta has been appointed as executive chef at Rose Hill, an 18th century fully-restored plantation located on a scenic 830-acre cattle farm, serving as a conference center and special-event venue. Rose Hill hired Marrotta for his special skills and to further enhance its menu for business meetings, corporate events, parties, weddings, and reception and rehearsal dinners.

Marrotta received an Associate of Occupational Studies Degree in Culinary Arts from The Culinary Institute of America in New York. Most recently he was the owner and chef of his own restaurant, Grimald's Luna Park, in Syracuse, New York. Marrotta has additional experience working at Pignoli restaurant in Boston which was named the "Best Restaurant" in Boston by *Food and Wine* magazine.

Rose Hill, operating as a division of Boddie-Noell Enterprises, engaged in a thorough process to hire their new chef. Marrota underwent several rounds of interviews and a final cooking showcase to become the new head chef. Donna Holt, General Manager of Rose Hill, said Marrota's skills, personality, and youthfulness contributed greatly to his appointment but the crème brulee he prepared for the cooking showcase "sealed the deal."

Marrota has already started to make changes to the current Rose Hill menu by adding a wider selection of food items in addition to the traditional Southern fare which is a well-known hallmark. Marrota's past experience as a pastry chef presents the opportunity for Rose Hill to offer wedding cakes and other unique pastries, Holt notes.

"By bringing Walter on board as Executive Chef at Rose Hill, we're greatly expanding the variety and range of menu options for our special event and business guests," explained Mayo Boddie Sr., chairman of Boddie-Noell Enterprises whose direct ancestors built the original plantation home in the 1780s. "This helps take Rose Hill to the next level."

For more information on Rose Hill, visit www.rosehillconferencecenter.com.

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Boddie-Noell Enterprises, Inc. (BNE) is Hardee's Food System's largest franchise in the United States., operating 313 Hardee's restaurants in Virginia, North Carolina, South Carolina, and Kentucky. Boddie-Noell is also a diversified company with retail food operations and other interests in property and land development. The company operates 33 Texas Steakhouse & Saloon restaurants, four BBQ & Ribs Co. restaurants, six Café Carolina and Bakery cafes, and several Moe's Southwest Grill franchise restaurants. The company also operates an old-fashioned Highway Diner and the historic Rose Hill conference center near Nashville, N.C. Family-owned, BNE is headquartered in Rocky Mount, N.C. and has more than 11,000 employees.