

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

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Exhibit Number Description

99.1 Press Release, dated February 13, 2004

Exhibit 99.1

CHECKERS DRIVE-IN RESTAURANTS, INC.

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Tampa, Florida 33607  
\* (813) 283-7000 \* (813) 283-7001

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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.