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**HOT DOG ON A STICK CELEBRATES  
“FREE HOT DOG DAY”  
ON MONDAY, JUNE 15**

**Carlsbad, Calif.** – Hot Dog on a Stick – America’s favorite producer of sizzling hot dogs served on a stick and fresh squeezed lemonade – is hosting Free Hot Dog Day. The event will be held on June 15<sup>th</sup> at all company locations.

Long identified by consumers and industry peers for its simple menu and spirited Hotdoggers donning trademark striped caps, Hot Dog on a Stick (HDOS Enterprises) considers this event a customer appreciation promotion. Started in 2006 as celebration of Hot Dog on a Stick’s 60<sup>th</sup> anniversary, Free Hot Dog Day has quickly become a well received event. The company gives away approx. 50,000 free Hot Dogs on a Stick during the event each year.

HDOS Enterprises will offer a free hot dog on a stick to new and loyal customers on Monday, June 15<sup>th</sup>, 2009 from 5-8 p.m. The company-wide promotion will be available at any of the company’s locations (limit one per person).

Founded in 1946 in Muscle Beach, California, HDOS Enterprises has grown to 107 locations focused across the United States, and additional franchised stores in the Philippines and Venezuela.

**-more-**

## **Hot Dog on a Stick's Free Hot Dog Day 2-2-2**

HDOS Enterprises has garnered international recognition with its simplistic five-item menu highlighted by its offerings of hot dogs dipped in an all-natural secret recipe cornbread batter and lemonade freshly squeezed every two hours.

### **'Sharing' the Employee Experience**

2009 marks more than 18 years since Hot Dog on a Stick's conversion from a privately held company to an employee owned corporation. A component of the succession plan from the company's founder, the employee stock ownership plan (ESOP) allows the employees to share in the growth and prosperity of Hot Dog on a Stick.

### **The Sweet & Simple Recipe**

Hot Dog on a Stick's compact five-item menu has served as both the company's signature attraction for customers while providing an effective strategy for company efficiency. The simple line-up underscores the company's ability to serve customers, train employees, control distribution costs and reduce waste. Frequent mall shoppers easily familiarize themselves with the menu: cornbread-battered Hot Dogs on a Stick, Fresh-Squeezed Lemonade, Cheese on a Stick and French Fries. Several locations also offer Frozen Lemonade, Veggie Hot Dogs on a Stick and the company's newest taste sensation Funnel Cake Sticks.

### **Dynamic Leadership**

Always known for training and advancement of a workforce that is 85-percent female, Hot Dog on a Stick is today guided by a management team that includes long term employees and talented executives focused on growth and increased share value for all employees.

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**Hot Dog on a Stick's Free Hot Dog Day  
3-3-3**

**The American Success Story**

The quintessential home-grown success from modest beginnings, Hot Dog on a Stick was born in 1946 when founder Dave Barham borrowed \$400 to buy a concession stand on the sand of California's fabled Muscle Beach in Venice. Barham's focus on value, convenience and fun in one delicious stop proved to be a formidable advantage. Barham also envisioned the chain's iconic uniforms, blending a variety of fashion trends which defined the 1960's. Today those uniforms are a key ingredient of the Hot Dog on a Stick experience.

**About HDOS**

Founded in 1946 in the sand on California's Muscle Beach, Hot Dog on a Stick (HDOS Enterprises) has positioned itself as an industry leader and American favorite with its offerings of fresh squeezed lemonade and hot dogs on a stick dipped in an all-natural secret recipe cornbread batter. Based in Carlsbad, Calif., HDOS Enterprises has grown to 107 locations focused across the United States and additional franchised stores in the Philippines and Venezuela. For more information, visit the company website at: [www.hotdogonastick.com](http://www.hotdogonastick.com).

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