



# Fatburger Returns to the East Coast with New Development Deal in New Jersey

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Iconic Hollywood Brand to Bring Signature Fresh Burgers to Cherry Hill Mall

LOS ANGELES--(BUSINESS WIRE)-- FAT(Fresh. Authentic. Tasty.) Brands Inc. (NASDAQ: FAT) ("FAT Brands" or the "Company"), parent company of **Fatburger**, announces a new development deal with franchise partner Praveen Vig to develop a **Fatburger** restaurant in New Jersey's Cherry Hill Mall, opening late 2018. The opening of this new store will launch **Fatburger's** return to the East Coast.

**Fatburger**, The Last Great Hamburger Stand™, is known for their juicy, made-to-order burgers, first created by founder Lovie Yancey when she launched the brand almost 70 years ago in Southern California. With an array of tasty add-ons and condiments to select from, each burger is grilled-to-order and topped with the freshest ingredients. This development marks future East Coast expansion for the beloved Hollywood favorite burger brand.

"It has been a longtime goal of ours to bring **Fatburger** back to the East Coast, but we knew that we had to be deliberate in our strategy," said Andy Wiederhorn, CEO of **FAT Brands**. "Entering the Cherry Hill market is the perfect entry point back into the East Coast for us and we are thrilled to have found such an excellent partner in Praveen Vig."

For more information or to find a **Fatburger** location near you, please visit [www.fatburger.com](http://www.fatburger.com).

## Fresh. Authentic. Tasty. Brands

FAT Brands (NASDAQ: FAT) is a leading global franchising company that strategically acquires, markets and develops fast casual and casual dining restaurant concepts around the world. The Company currently owns six restaurant brands, **Fatburger**, **Buffalo's Cafe**, **Buffalo's Express**, **Hurricane Grill & Wings**, and **Ponderosa** and **Bonanza Steakhouses**, that have over 300 locations open and more than 300 under development in 32 countries.

## About Fatburger

An all-American, Hollywood favorite, **Fatburger** is a fast-casual restaurant serving big, juicy, tasty burgers, crafted specifically to each customer's liking. With a legacy spanning 70 years, **Fatburger's** extraordinary quality and taste inspire fierce loyalty amongst its fan base, which includes a number of A-list celebrities and athletes. Featuring a contemporary design and ambience, **Fatburger** offers an unparalleled dining experience, demonstrating the same dedication to serving gourmet, homemade, custom-built burgers as it has since 1952 – The Last Great Hamburger Stand™.

## Safe Harbor Statement

This news release may contain "forward-looking" statements. These forward-looking statements are only predictions and are subject to certain risks, uncertainties and assumptions that could cause actual results to differ from those in the forward looking-statements. Potential risks and uncertainties include such factors as uncertainty of consumer demand for the Company's products, as well as additional risks and uncertainties that are identified and described in Company's SEC reports. Actual results may differ materially from the forward-looking statements in this press release. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. The Company does not undertake, and it specifically disclaims, any obligation to update any forward-looking statements to reflect occurrences, developments, events or circumstances after the date of such statement.

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