



Fatburger Goes Skinny, Re-Branding as Skinnyburger

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Hollywood's Beloved Burger Chain Bets Big on Fan Favorite Menu Item, Introducing New Name and Look

LOS ANGELES--(BUSINESS WIRE)-- FAT(Fresh. Authentic. Tasty.) Brands Inc. (NASDAQ: FAT) ("FAT Brands" or the "Company"), parent company of **Fatburger**, The Last Great Hamburger Stand™, announces today that due to popular demand for the brand's top-pick menu item, the company will re-brand as **Skinnyburger**. Starting today, fans can take a peek at the new look on the **website**, social media, and on delivery platforms including Postmates and UberEATS to experience the new twist on LA's signature burger chain.

Fatburger, henceforth **Skinnyburger**, The Last Great Hamburger Stand™, is known for its juicy, made-to-order burgers, first created by founder Lovie Yancey when she launched the brand almost 70 years ago in Southern California. With a wide variety of tasty add-ons and condiments to select from, each burger is grilled-to-order and topped with the freshest ingredients. The **Skinnyburger** is a low-carb, bun-less, lean beef burger that is made with two patties in lieu of buns with lettuce, tomatoes, cheese, relish, pickles, onions, mustard and other fixings sandwiched in between the patties. To support the new look of the brand, **@fatburger** Instagram fans are invited to win the latest **Skinnyburger** swag on social media or purchase this limited time merchandise on **fatburger.com**.

"We have long been considering this brand revamp to **Skinnyburger** and are excited for this first phase of our forthcoming store redesign and national roll-out," said Andy Wiederhorn, CEO of FAT Brands. "**Skinnyburger** will maintain the same iconic, great taste and experience of Fatburger with a slimmed down brand that we are thrilled to reintroduce to consumers nationwide.

For more information or to find a **Skinnyburger** near you, please visit **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 seven restaurant brands, Fatburger, Buffalo's Cafe, Buffalo's Express, Hurricane Grill & Wings, Yalla Mediterranean and Ponderosa and Bonanza Steakhouses, that have over 300 locations open and more than 200 under development around the world.

About Fatburger

An all-American, Hollywood favorite, **Fatburger** is a fast-casual restaurant serving big, juicy, tasty burgers and grilled and crispy chicken offerings, 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 ambiance, **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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