



April Fools! Fatburger Is, and Always Will Be, Fatburger

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Iconic Hollywood Brand Celebrates Reign of Thick, Juicy Burgers with Free Delivery on Postmates

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™, is proud to declare that its iconic brand, **Fatburger**, will remain **Fatburger**. On March 27, the brand announced its "official" rebrand as **Skinnyburger** in honor of April Fools and the beloved bun-less menu item. To celebrate the grand return of **Fatburger**, all delivery via Postmates will be free one-day only, April 2. Further, all delivery and online platforms will return to the classic **Fatburger** theme.

Hollywood's iconic **Fatburger** is best known for its mouthwatering, juicy burgers made famous by founder Lovie Yancey in Los Angeles more than 70 years ago. Each burger is made-to-order with traditional toppings along with delicious add-ons including bacon, egg, chili, and onion rings. In addition to their iconic burgers, **Fatburger** offers perfectly crisp fries and hand-scooped milkshakes.

"We are indebted to our fans for so passionately joining in on the joke this past week. Reactions to our announcement were strong, and we had a lot of fun," said Thayer Wiederhorn, Chief Marketing Officer of FAT Brands. "**Fatburger** loyalty runs deep for a simple reason - our food is delicious, and we've made it the same way since Lovie Yancey back in the forties. That won't change anytime soon."

For more information or to find a **Fatburger** 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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