



FAQs
FREQUENTLY ASKED QUESTIONS FOR IGNITE CUSTOMERS

1. What did Ignite announce?

- We announced that Ignite has entered into an agreement to sell substantially all of its assets to KRG Acquisitions Co, LLC. (the “Buyer”).
- To facilitate the sale, Ignite and its subsidiaries today filed voluntary petitions for protection under Chapter 11 of the United States Bankruptcy Code.

2. Does this mean you’re going out of business?

- No. The Company will continue to operate as usual, and will continue working to strengthen the brand, build momentum and improve operations as part of this process.
- Many companies have successfully utilized Chapter 11 to restructure, including United Airlines, General Motors, Six Flags, Macy’s, and Logan’s Roadhouse.

3. How will customers be affected?

- Joe’s Crab Shack and Brickhouse Tavern + Tap are open for business.
- We continue to operate as usual and look forward to welcoming you at our restaurants.
- In fact, we have just introduced new menus featuring beverage highlights at Joe’s and new seasonal items at Brickhouse.

4. Will gift cards and customer promotions continue to be honored?

- Gift cards, coupons and other customer promotions will continue to be honored in accordance with our customary policies and procedures.

5. What does Ignite hope to accomplish through this Chapter 11 reorganization?

- The actions we are taking are intended to facilitate the sale of Ignite’s business to the Buyer who is committed to invest in our brands’ future growth and success