



June 6, 2017

To Our Valued Supplier:

Today we announced that Ignite has entered into an agreement to sell substantially all of its assets to KRG Acquisitions Co, Inc. (the "Buyer"). The agreement follows a thorough process in which Ignite reviewed all of its strategic alternatives and determined that this agreement is the best possible outcome for Ignite and its stakeholders, including its valued supplier partners.

To facilitate the sale, Ignite and its subsidiaries (collectively, the "Company") today filed voluntary petitions for protection under Chapter 11 of the United States Bankruptcy Code in the United States Bankruptcy Court for the Southern District of Texas.

Ignite has sufficient liquidity to fund its operations until the transaction is consummated. **We intend to order and pay for goods and services provided after today's filing date under our customary terms.**

The actions we are taking are intended to enable us to reduce our debt and strengthen our business. Your cooperation will help ensure that our businesses can continue working together for many years to come.

We have established a Restructuring Information Hotline for interested parties at (844) 752-2747. Additional information, including the press release we issued this morning, can be found on the Ignite website at www.igniterestaurantgroup.com.

Court filings and information about the claims process can be found at a separate website maintained by our claims agent, Garden City Group, at www.gardencitygroup.com/cases/IRG.

We believe this process will ultimately position our company and business partners for future growth and success. We greatly appreciate your support, and we look forward to strengthening our relationship.

Sincerely,

A handwritten signature in black ink, appearing to read "Jonathan Tibus".

Jonathan Tibus
Chief Executive Officer



FAQs
FREQUENTLY ASKED QUESTIONS FOR IGNITE SUPPLIERS

1. What did Ignite announce?

- We announced that Ignite has entered into an agreement to sell substantially all of its assets to KRG Acquisitions Group, Inc. (the “Buyer”). The agreement follows a robust process in which Ignite reviewed all of its strategic alternatives and determined that this agreement is the best possible outcome for Ignite and its various stakeholders.
- To facilitate the sale, Ignite and its subsidiaries today filed voluntary petitions for protection under Chapter 11 of the United States Bankruptcy Code in the United States Bankruptcy Court for the Southern District of Texas.

2. What does it mean to file for Chapter 11 protection?

- Chapter 11 reorganization is a legal process designed to help companies continue to operate while they develop plans to restructure their finances.
- Chapter 11 permits, and even encourages, daily business operations to continue as usual.
- Many companies have successfully utilized Chapter 11, including United Airlines, General Motors, Six Flags, Macy’s, and Logan’s Roadhouse.

3. Does Ignite have the liquidity to meet its obligations to suppliers?

- The Company believes that it will have sufficient liquidity to meet its operational needs throughout the reorganization process and expects to meet its obligations and pay suppliers for goods and services provided after the filing under customary terms.

4. Does Ignite have a Debtor-in-Possession (“DIP”) Credit facility?

- No. The Company has sufficient liquidity to fund its operations through this sale process. It is operating using Cash Collateral.

5. Will suppliers be paid for goods and services they provide to Ignite on or after the filing date?

- The Company intends to order and pay for goods and services provided after the June 5, 2017, filing date under our customary terms.

6. Will suppliers be paid for goods and services they provided to Ignite before the filing date?

- U.S. bankruptcy law mandates that unpaid debts for goods and services provided to Ignite prior to our Chapter 11 filing, also known as “pre-petition claims,” cannot be paid without specific Bankruptcy Court authorization.
- Ignite will provide suppliers with additional information about any such payments they may be owed.

7. Why should suppliers continue supplying Ignite with goods and/or services?

- We intend to order, and are obligated to pay, for goods and services provided on or after the Chapter 11 filing date under our customary terms.
- The U.S. Bankruptcy Code requires that a debtor pay for goods and services delivered post-petition as “administrative expenses,” which are paid ahead of most other claims.
- We are continuing to work with our suppliers in the normal course of business and remain committed to our continued relationship



8. How will the filing affect day-to-day operations at Ignite?

- The Company expects to continue operating in the ordinary course of business throughout the restructuring process.
- All but three of Ignite’s nearly 140 restaurants are owned and operated by Ignite and its subsidiaries through its brands “Joe’s Crab Shack” and “Brick House Tavern + Tap”.
- Three additional restaurants are independently owned and operated by franchisees outside of the U.S. and are not part of the Chapter 11 proceedings.

9. 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.

10. Who is KRG Acquisition Co, LLC?

- KRG Acquisitions Co, LLC is the acquisitions arm of Kelly Companies of Southern California, LLC (“Kelly Companies”).
- Kelly Companies and their affiliates are a San Diego based private equity firm formed in 1993 that has been a buyer of real estate, companies and debt.
- Kelly Companies currently owns and operates over 100 restaurants nationwide.

11. How can I get updates and additional information?

- Ignite has established a Restructuring Information Hotline for interested parties at (844) 752-2747
- Additional information can be found on the Ignite website at www.igniterestaurantgroup.com
- In addition, a website has been set up by Ignite’s claims agent, Garden City Group, which contains Court documents and other updates, at www.gardencitygroup.com/cases/IRG