



Long John Silver's Corporate Fact Sheet

Company Background

- Long John Silver's (LJS) is the nation's largest quick-service seafood restaurant chain
- LJS is headquartered in Louisville, KY
- Yum! Brands owned Long John Silver's until about two years ago when a local group of investors, including Jim Patterson, Sr., the original founder of the brand formed (LJS Partners) in Louisville, KY and re-acquired the company
- LJS hired current CEO James O'Reilly in February 2015
- Mr. O'Reilly has more than 20 years of senior level leadership in consumer-driven marketing, brand management and product development, including extensive experience within the quick service restaurant segment
- COO, Brian Unger, served as senior vice president of McDonald's USA and vice president of McDonald's Restaurants of Canada for 25 years before joining LJS
- The fish served at LJS is Pollock – it is sustainably harvested, ocean-grown and fished

Corporate Refresh Strategy

- These two leaders are leading efforts to reinvigorate the iconic brand including a company buy-back of franchised stores in key markets and regions including – Columbus, Pittsburgh, WVA, Maryland, Washington and Chicago
- Management has already reacquired 40+ franchise stores (17 in Pittsburgh) in five separate markets with plans to increase that number out of the more than 1,100 across the nation
- LJS is investing significant money and manpower in the Pittsburgh region, and has already added 278 new jobs increasing their employee footprint by 115%
- Company investments in stores include upgraded interiors and exteriors, new cooking equipment and speed of service training
- New VP of Culinary Innovation, Peter Czizek, is experimenting with bold, new menu items for future introduction

Newsworthy/Lent Season

- Lent (February 10 – March 24) is a prime sales event nationally for LJS
- Ash Wednesday sales increase by 75% during the Lent Season
- LJS Sells over 21.5MM pieces of fish on average during Lent
- Almost half a million hush puppies are sold on Ash Wednesday

- LJS will be doing a \$5.99 promotional offer in the region for Lent (February 10 – March 24) – this will be an premium, 100% wild-caught Alaskan hand-battered Cod product – white, flakey and much thicker than their signature Pollock fish served with hot, fresh French fries and the famous LJS Hushpuppies
- Pittsburgh has the third- largest Catholic community in the U.S. behind New York and Boston