

Whataburger Announces Acquisition of Largest Franchisee

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Family-owned Whataburger today announced the acquisition of its largest franchisee, Barrand, Inc., a Red Oak, Texas-based company with 47 Whataburger restaurants in Northeast Texas and the Florida Panhandle.

These restaurants were operated by Barrand, Inc.'s owner and longtime Whataburger franchisee, Randal Brown. Whataburger Vice President of Franchise Development Clifton Rutledge will oversee the newly acquired restaurants, 24 in Northeast Texas and 23 in the Florida Panhandle, and work with approximately 1,700 Barrand, Inc. team members to continue Whataburger's 58-year burger tradition.

"Randal has been a part of our franchise system for 24 years. His restaurants are known for their friendly service, as community gathering places, and were consistently among the highest volume restaurants in the system," Preston Atkinson, Whataburger President and COO, said. "This acquisition goes far beyond numbers for Whataburger. It is significant because it means we can ensure that our loyal customers continue to receive the friendly service and fresh, made-to-order food they've come to love at Whataburger."

Mr. Brown became a Whataburger franchisee in 1983, opened his first location in Desoto, Texas and demonstrated steady growth to 47 restaurants.

"I've enjoyed being a part of the Whataburger family and seeing this brand grow," Brown said. "I know our restaurants will continue to be an important part of many Texas and Florida communities for years to come."

Whataburger will now own 591 of 712 Whataburger restaurants, including 84 percent of all its locations in Florida, strengthening its position in the first state Whataburger expanded to outside of Texas.

Family-owned Whataburger has focused on its fresh, made-to-order burgers and friendly customer service since 1950, when company founder Harmon Dobson opened his first Whataburger restaurant in Corpus Christi. The small, wooden stand sold the enormous burgers for 25 cents each, and before the first week was out, lines stretched down the street. Today, the company has more than 700 locations in 10 states with sales of more than \$1 billion annually.

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