

April 3, 2019



Chanticleer Holdings Enters into Partnership with Thanx

Company to Launch New Mobile Application Featuring Rewards, VIP Tiers, and In-App Ordering

CHARLOTTE, N.C., April 03, 2019 (GLOBE NEWSWIRE) -- Chanticleer Holdings, Inc. (NASDAQ:[BURG](#)) ("Chanticleer" or the "Company"), owner, operator, and franchisor of multiple nationally recognized restaurant brands, today announced that it has entered into a partnership with Thanx.

Fred Glick, Chanticleer Holdings President stated, "We're excited to be working with Thanx to launch loyalty and multi-channel, personalized marketing for our customers."

Glick continued, "Thanx will build our new mobile application featuring rewards, VIP tiers, and in-app ordering. Their all-in-one customer engagement platform will help us leap forward with targeted email marketing and integrated customer feedback tools without buying and implementing multiple different technologies."

Thanx, a technology company that drives incremental revenue for restaurants and retailers through personalized marketing campaigns and deeper customer loyalty. Thanx is an automated customer engagement platform that gives businesses a single view of who their customer is by seamlessly combining all databases, ranging from loyalty, credit card, email marketing and more, to build a clear customer profile. Thanx delivers deeper, data-driven relationships that increase same-store sales and lifetime value from top customers and acquires more who look like them.

The partnership with Thanx comes on the heels of the Company's previous recent announcement of having entered into an exclusive partnership with DoorDash for delivery. The relationship is expected to help minimize costs associated with delivery while creating an entirely new revenue vertical for the Company's brands.

About Chanticleer Holdings, Inc.

Headquartered in Charlotte, NC, Chanticleer Holdings owns, operates, and franchises fast, casual, and full-service restaurant brands, including American Burger Company, BGR – Burgers Grilled Right, Little Big Burger, Just Fresh, and Hooters. For more information, please visit: www.chanticleerholdings.com.

About Thanx

Thanx (www.thanx.com) is the Customer Engagement solution for restaurants and retailers.

As the system-of-record for customer data, Thanx delivers deeper, data-driven relationships that increase same-store sales and lifetime value from top customers and acquires more who look like them. Creating long-term loyalty is about far more than rewards, which is why Thanx combines customer feedback, referral marketing and segmented, multi-channel and real-time messaging into a single platform. As a result, Thanx turns good customers into raving fans and measures the impact of every customer communication in measurable incremental revenue generated through deep integrations with credit card networks and points of sale. Thanx was founded in 2011 and is headquartered in San Francisco, CA. The Company is financially backed by some of the best venture capitalists in the industry including Sequoia Capital.

Forward-Looking Statements:

Any statements that are not historical facts contained in this release are “forward-looking statements” as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as “expects,” “plans,” “projects,” “will,” “may,” “anticipates,” “believes,” “should,” “intends,” “estimates,” and other words of similar meaning. Such forward-looking statements are based on current expectations, involve known and unknown risks, a reliance on third parties for information, transactions or orders that may be cancelled, and other factors that may cause our actual results, performance or achievements, or developments in our industry, to differ materially from the anticipated results, performance or achievements expressed or implied by such forward-looking statements. Factors that could cause actual results to differ materially from anticipated results include risks and uncertainties related to the fluctuation of global economic conditions, the performance of management and our employees, our ability to obtain financing or required licenses, competition, general economic conditions and other factors that are detailed in our periodic reports and on documents we file from time to time with the Securities and Exchange Commission. The forward-looking statements contained in this press release speak only as of the date the statements were made, and the companies do not undertake any obligation to update forward-looking statements. We intend that all forward-looking statements be subject to the safe-harbor provisions of the PSLRA.

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Source: Chanticleer Holdings, Inc.