

REGIONAL BRANDS ANNOUNCES \$2.50 PER SHARE SPECIAL DIVIDEND AND INTERIM BUSINESS UPDATE

CLEVELAND, Ohio – (January 4, 2022) – Regional Brands Inc. (the “Company”) today announced that its Board of Directors has declared a \$2.50 per share special dividend on the Company’s common stock. The special dividend is payable on January 31, 2022 to stockholders of record as of the close of business on January 14, 2022. The ex-dividend date for the special dividend will be January 13, 2022, the trading day immediately preceding the record date.

This special dividend is a reflection of the substantial cash generation of the Company’s business over the last several years and its improved balance sheet. The Board may consider additional special dividends in future periods depending on financial results.

The tax treatment of holding common stock to any particular stockholder will depend on the stockholder’s particular tax circumstances. Stockholders are urged to consult their tax advisor regarding the tax consequences to them of the receipt of the special dividend, in light of their particular investment or tax circumstances.

Business Update

The Company expects to generate over \$3 million of EBITDA for 2021 when final results are tallied. Additionally, the balance sheet is much improved since the acquisition of the assets of BR Johnson LLC. Net cash is expected to be in the range of \$6-\$7 per share at the end of 2021 with an additional approximately \$1 per share of tax and other non-operating receivables we expect to collect in 2022. All amounts are preliminary estimates and are subject to change as we complete our year end internal review and external audit procedures. The Company continues to work on restoring market-making and regular quotation of its common stock by a broker-dealer. We have satisfied the OTC’s basic disclosure guidelines for current public information about the Company.

“We are pleased to be in a position to begin returning capital to our investors,” said Sanjay Singh, Chairman of the Company, “We are hopeful that the recent changes in the structure of BR Johnson will lead to increased profitability and the ability to continue to provide returns to our stockholders.”

A more detailed stockholder letter with final results for 2021 and commentary is expected to be available early in the second quarter of 2022.

About Regional Brands

Regional Brands Inc. is a holding company established for the purpose of acquiring substantial ownership in regional companies with strong brand recognition, stable revenues and profitability. For more information, please visit: www.regionalbrandsinc.com

Forward-Looking Statements

This announcement contains “forward-looking statements”. All statements, other than statements of historical facts, included in this presentation may be deemed forward-looking statements. We use the words “anticipate,” “believe,” “estimate,” “expect,” “intend,” “may,” “plan,” “project,” “will,” “would” and similar expressions to identify forward-looking statements, although not all forward-looking statements contain these identifying words. These statements include, but are not limited to,

statements regarding Regional Brands' and BR Johnson's future financial and operating results, and liquidity and business prospects, among others. Forward-looking statements by their nature address matters that are, to different degrees, uncertain. Specific risks and uncertainties that could cause actual results to differ materially from those expressed in our forward-looking statements include changes in market conditions, demands on Regional Brands' and BR Johnson's cash and liquidity, and other risks described in this announcement and our other communications with stockholders. These risks and uncertainties may cause our actual future actions or results to differ materially from those expressed in the forward-looking statements. Forward-looking statements speak only as to the date on which they are made, and, except as may be required by law, we undertake no obligation to update or revise any forward-looking statement, regardless of whether new information becomes available, future developments occur or otherwise.