

Le Pain Quotidien Entity Announces Agreement to Sell U.S. Restaurant Business to Aurify Brands

Certain LPQ Entities Commence Voluntary Chapter 11 Cases to Accomplish Going Concern Sale

Aurify Brands to Provide Debtor-in-Possession Financing to Fund Cases and Facilitate Sale

Transaction Provides for Reopening of 35 or More LPQ Restaurants to Serve Loyal Customer Base

NEW YORK, May 27, 2020 – PQ New York, Inc. (“PQ NY”) today announced an agreement to sell substantially all of the Le Pain Quotidien Bakery & Restaurant business in the U.S. to Aurify Brands, LLC (“Aurify Brands”), a New York City-based hospitality company that operates category-leading restaurants, including The Little Beet, Melt Shop, Fields Good Chicken, and The Little Beet Table.

To accomplish a going concern sale in the most efficient and expedient manner, PQ NY and certain of its affiliates (collectively, the “Company”) filed voluntary petitions for relief under Chapter 11 of the U.S. Bankruptcy Code in the United States Bankruptcy Court for the District of Delaware (the “Court”). Concurrently, the Company filed a motion requesting approval of the asset purchase agreement with Aurify Brands, which was reached following a robust marketing process.

Today’s announcement follows the Company’s temporary closure in late March 2020 of all of LPQ’s 98 restaurants nationwide and the subsequent termination of substantially all employees primarily due to the COVID-19 outbreak. The Aurify Brands transaction provides for the reopening of 35 or more of those restaurants to serve LPQ’s loyal customer base. Further, the transaction is expected to create approximately 1,000 jobs, including the rehiring of a number of the Company’s former employees at go-forward locations.

To support the Chapter 11 process, and as a critical piece of the overall transaction, Aurify Brands has committed to provide the cash portion of the purchase price upfront in the form of debtor-in-possession financing, subject to Court approval.

Court filings and other documents related to the Chapter 11 process are available at www.donlinrecano.com/pgny.

###