



PRESS RELEASE

Wingstop Appoints Performics and Starcom USA to Manage National Media Business

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CHICAGO--(BUSINESS WIRE)--Sep. 28, 2016-- [Wingstop](#) (NASDAQ:WING), the award-winning wing concept with more than 900 locations worldwide, has hired Publicis Media agencies to manage its US media assignment after a competitive pitch. In this new assignment, Performics will lead all search and social for Wingstop in partnership with Starcom USA, which will oversee strategic media planning and activation.

“Over the last twenty-two years, Wingstop has relied on regional advertising to successfully expand our concept across the country. Today, we are one of the fastest growing brands in the US and have opened more than 900 restaurants worldwide,” said Flynn Dekker, Chief Marketing Officer for Wingstop. “We’ve come to a point in our development where we need to expand our media reach and marketing capabilities. To do this, we are bringing in best-in-class agency partners, Performics and Starcom. We chose them based on their media expertise, digital prowess, strategic thinking and the extremely talented team of individuals that will support our growing brand.”

Under the partnership, Performics and Starcom will develop a nation-wide media strategy for Wingstop, including the company's first-ever national TV campaign. This strategy is fueled by the company's stated goal to achieve 2,500 domestic units and comes at a time when Wingstop continues to be recognized as one of the country's fastest growing restaurant chains with 12 consecutive years of same-store sales growth.

“We are able to bring together the best of our brands’ expertise within Publicis Media to offer Wingstop a future-forward and full-service approach to their business,” said Scott Shamberg, Performics US President. “Wingstop has established their brand with social at the core, and we will leverage their authentic approach and voice as we work to expand the brand nationally.”

Wingstop is a Dallas-based restaurant brand with a sole focus on freshly prepared, cooked-to-order, hand-sauced and tossed chicken wings and side dishes.

ABOUT WINGSTOP

Founded in 1994 and headquartered in Dallas, Texas, Wingstop Inc. (NASDAQ:WING) operates and franchises 914 restaurants

across the United States, Mexico, Singapore, the Philippines, Indonesia, and the United Arab Emirates. Having grown its domestic same store sales for 12 consecutive years, the Company has been ranked #3 on the “Top 100 Fastest Growing Restaurant Chains” by Nation’s Restaurant News (2016), #7 on the “Top 40 Fast Casual Chains” by Restaurant Business (2016), and was named “Best Franchise Deal in North America” by QSR magazine (2014). Wingstop also recently earned recognition as a certified Great Place to Work® (2016). The Wing Experts’ menu features classic and boneless wings with 11 bold, distinctive flavors including Original Hot, Cajun, Atomic, Mild, Teriyaki, Lemon Pepper, Hawaiian, Garlic Parmesan, Hickory Smoked BBQ, Louisiana Rub and Mango Habanero. Wingstop’s wings are always cooked to order, hand-sauced and tossed and served with a variety of house-made sides including hand-cut, seasoned fries. For more information visit www.wingstop.com or www.wingstopfranchise.com. Follow us on [facebook.com/Wingstop](https://www.facebook.com/Wingstop) and Twitter @Wingstop.

ABOUT STARCOM USA

Starcom USA (www.starcomww.com) is a world-renowned media communications agency that architects connected human experiences to create value through precision marketing, content and technology solutions. With more than 1,300 employees in the U.S., Starcom gets the right consumers’ attention and delivers brand-building results in partnership with the world’s leading marketers and new establishment brands including Airbnb, Bank of America, Kellogg Company, Kraft Heinz, Novartis, Samsung, Visa and more. Starcom is part of Publicis Media—the global media solutions group which also encompasses Zenith, Performics, Mediavest | Spark and Optimedia | Blue 449—a key division of Publicis Groupe [Euronext Paris FR0000130577, CAC 40], one of the world’s leading communications groups.

About Performics

As the original performance marketing agency, Performics converts consumer intent into revenue for the world’s most admired brands. Across an expansive global network operating in 57 countries worldwide, Performics creates connected and personalized digital experiences across paid, owned and earned media. RECMA recognized Performics as one of their Top Digital Agency Networks of 2014. Headquartered in Chicago, Performics is a Publicis Media company. To learn more, visit www.performics.com.

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