

SHAKE SHACK CELEBRATES DEBUT OF NEW CHICK'N SHACK SANDWICH AT THE NEW YORK STOCK EXCHANGE

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NEW YORK--(BUSINESS WIRE)-- The New York Stock Exchange hosted Shake Shack (NYSE: SHAK) today for the national launch of its new Chick'n Shack™ sandwich. Shake Shack executives, including CEO Randy Garutti and Chairman Danny Meyer, marked the launch of the latest menu item by ringing the NYSE Opening Bell®.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160114006401/en/>



Shake Shack ring NYSE Opening Bell to celebrate the debut of new Chick'n Shack sandwich (Photo: Business Wire)

The Chick'n Shack, appearing on most U.S. Shake Shack menus today, is a crispy 100% all-natural and antibiotic-free chicken breast with lettuce, pickles and buttermilk herb mayo. This new menu item made its first appearance at Shake Shack locations in Brooklyn, NY, last summer and was inspired by the company's heritage as a modern "roadside" burger stand.

"The introduction of chicken marks a new era for Shake Shack, staying true to our core menu while continuing to innovate new items our guests have asked for," said Shake Shack CEO Randy Garutti.

Added Shake Shack Culinary Director Mark Rosati, "The Chick'n Shack embodies our modern approach to fine, casual American cooking. It's about providing a simple, pleasurable, uncomplicated experience, but with high-quality, responsibly sourced ingredients."

"The NYSE is proud to celebrate with Shake Shack in the launch of the exciting new addition to its menu," said NYSE Group President Tom Farley. "Shake Shack is a valued member of the NYSE community -- we're thrilled to welcome the company back to the NYSE nearly a year after its IPO to celebrate this important product debut."

Click [here](#) for a highlights video from today's event at the NYSE. Broadcast quality footage is available via the NYSE Broadcast Center at 212.656.5483 or nysetv@nyx.com.

About Shake Shack

Shake Shack is a modern day "roadside" burger stand known for its 100% all-natural, antibiotic-free Angus beef burgers (no hormones added ever), hot dogs, frozen custard, crinkle cut fries, beer and wine (available at select locations), and more. With its fresh, simple, high-quality food at a great value, Shake Shack is a fun and lively community-gathering place with widespread appeal. From its premium ingredients and caring hiring practices to its environmentally responsible designs and deep community investment, Shake Shack's mission is to Stand For Something Good. Since the original Shack opened in 2004 in NYC's Madison Square Park, the company has opened multiple locations in 12 states and the District of Columbia, as well as international locations including in London, Istanbul, Dubai, Moscow and more.

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