



PANDA EXPRESS RENAMES FORTUNE COOKIES TO SHARE SPIRIT OF GIVING AND GRATITUDE WITH NEW #SHAREGOODFORTUNE CAMPAIGN

American Chinese restaurant holds first ever "Fortunate Cookie" Season; begins journey to inspire generosity on National Fortune Cookie Day

ROSEMEAD, California (July 20, 2016) – Panda Express, America's favorite Chinese kitchen, has announced the launch of #ShareGoodFortune, a campaign to redefine the meaning of "fortune" and practice thoughtful generosity. Starting today, National Fortune Cookie Day, Panda Express will kick off its first ever Fortunate Cookie Season. Now through Aug. 10, all fortune cookies in restaurants will be replaced with "Fortunate Cookies."

During the campaign, Panda Express' limited edition Fortunate Cookies will feature "FortuNotes" with messages of gratitude and giving, such as "Fortunate that you believe in me," "Fortunate for your kindness" and "Fortunate for your love." In an effort to share gratefulness with those around us and put values into action, guests are encouraged to tag friends and family they want to share their fortune with using the hashtag #ShareGoodFortune on social media. With over 282 million fortune cookies given out annually by Panda Express, this treat typically symbolizes personal good fortune; however, the limited edition cookies look to change this notion as the Panda family believes good fortune is not something to keep to yourself, but something best shared with others.

Inspired by the people-first culture created by Co-Chair and Co-CEO Andrew and Peggy Cherng, this campaign looks to spark a movement of generosity and exemplify that having good fortune is not about what you have, but who you have in your life.

"For our family, good fortune is reflected in the growth of our associates and impact on our community; we are beyond grateful for the opportunity to serve and share our good fortune," said Peggy Cherng. "The #ShareGoodFortune movement is meant to inspire guests and associates, who are the foundation of the Panda family, to take an intentional pause, show appreciation and recognize how even the smallest act of thoughtful generosity can enrich lives and trigger impactful acts of kindness among other people."

In conjunction with the campaign, Panda Express has released a new animated video illustrating #ShareGoodFortune and the brand's movement to inspire generosity. The short film highlights that true good fortune comes from the people we know and explains how acts of kindness, such as sharing a Fortunate Cookie, can go a long way for showing someone how lucky you are to have them in your life. Watch the animated video here: www.PandaExpress.com/ShareGoodFortune.

Guests can take part in #ShareGoodFortune by visiting any of Panda's 1,900 locations, giving Fortunate Cookies to others and capturing FortuNotes on social media using the hashtag #ShareGoodFortune.

For more information, please visit www.pandaexpress.com. For media inquiries, please contact Panda@havasformula.com.

About Panda Express

Panda Express, America's favorite Chinese kitchen, is best known for its wide variety of original recipes including its Original Orange Chicken™, SweetFire Chicken Breast®, award-winning Honey Walnut Shrimp™ and Shanghai Angus Steak™. Founded in 1983 and now with more than 1,900 locations throughout the U.S., Puerto Rico, Guam, Canada, Mexico, Dubai, Saudi Arabia and Korea, Panda Express is part of the family owned and operated Panda Restaurant Group, the world leader in Asian dining experiences that also includes Panda Inn and Hibachi-San. For more information, visit pandaexpress.com, or follow on [Facebook](#), [Twitter](#) or [Instagram](#).

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