

February 3, 2015



The ONE Group Marks Successful Hospitality Events at Super Bowl XLIX and Sundance Film Festival

Marquee events bring the STK concept to new markets, expanding brand awareness and supporting company growth

NEW YORK-- The ONE Group Hospitality, Inc. ("The ONE Group") (OTCQB:STKS), today announced the Company recently completed successful offsite events at two high-profile occasions: Super Bowl XLIX and the Sundance Film Festival. The ONE Group's participation in both events represents a natural expansion of its growing hospitality business beyond just its venues, as well as the continued evolution of The ONE Group and STK Restaurant brands.

"We are thrilled to see the hospitality arm of our business continue to evolve in new ways as demand for the STK/TOG experience expands beyond our venues," said Jonathan Segal, CEO, The ONE Group. "Opportunities such as the Super Bowl and Sundance not only underscore that we are a partner of choice, but also provide another way for us to be introducing the STK/TOG brand to new consumers across the country. With STK Miami slated to reopen in the first quarter, and STK Rebel Denver and STK Orlando set to open later in the year, the successful completion of these recent events further adds to our growth momentum and excitement for 2015."

During Super Bowl weekend, The ONE Group created a customized experience by catering the Fifth Annual DIRECTV's Super Saturday Night, an invitation-only event co-hosted by Mark Cuban's AXS TV and Michael Strahan, held inside DIRECTV's Super Fan Stadium in Glendale, AZ. The event was one of the most sought after tickets of the weekend, and featured a performance by pop star Rihanna.

At the Sundance Film Festival, The ONE Group kicked off opening weekend with its annual "For ONE Night Only" party at Rock & Reilly's in Park City. In addition, its pop-up KIA Supper Suite by STK, offered film producers, celebrities and media the elements of STK that they know and love—an innovative menu and high-energy experience—in a setting outside of the traditional, brick-and-mortar STK restaurant or other The ONE Group venue.

About The ONE Group

The ONE Group is a global hospitality company that develops and operates upscale, high-energy restaurants and lounges and provides hospitality management services for hotels, casinos and other high-end venues both nationally and internationally. The ONE Group's primary restaurant brand is STK[®], a modern twist on the American steakhouse concept with locations in major metropolitan cities throughout the U.S. and in London. STK RebelSM, a

more accessibly priced STK[®] with a broader menu, is an extension of the STK[®] brand. The ONE Group's food and beverage hospitality services business, ONE HospitalitySM, provides the development, management and operations for premier restaurants and turn-key food and beverage services within high-end hotels and casinos. Additional information about The ONE Group can be found at www.togrp.com.

Cautionary Statement on Forward-Looking Statements

This press release includes "forward looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as "anticipate", "believe", "expect", "estimate", "plan", "outlook", and "project" and other similar expressions that predict or indicate future events or trends or that are not statements of historical matters. A number of factors could cause actual results or outcomes to differ materially from those indicated by such forward looking statements, including but not limited to, (1) the ability to recognize the anticipated benefits of the business combination, which may be affected by, among other things, competition, our ability to open new restaurants and food and beverage locations in current and additional markets, grow and manage growth profitably, maintain relationships with suppliers and obtain adequate supply of products and retain our key employees; (2) factors beyond our control that affect the number and timing of new restaurant openings, including weather conditions and factors under the control of landlords, contractors and regulatory and/or licensing authorities; (3) changes in applicable laws or regulations; (4) the possibility that The ONE Group may be adversely affected by other economic, business, and/or competitive factors; and (5) other risks and uncertainties indicated from time to time in our filings with the SEC, including our Annual Report on Form 10-K filed on April 1, 2014.

Investors are referred to the most recent reports filed with the SEC by The ONE Group Hospitality, Inc. Investors are cautioned not to place undue reliance upon any forward looking statements, which speak only as of the date made, and we undertake no obligation to update or revise the forward-looking statements, whether as a result of new information, future events, or otherwise.

Media:

Sloane & Company
Dan Zacchei or Kate Traynor, 212-486-9500
or

Investors:

ICR
Don Duffy or Sheryl Freeman, 203-682-8200

Source: The ONE Group Hospitality, Inc.