

SOUPMAN INC. ANNOUNCES JAMIESON KARSON, FORMER CEO OF STEVE MADDEN, AS ITS NEW CEO

NEW YORK, NEW YORK, UNITED STATES, August 11, 2015
/EINPresswire.com/ -- NEW YORK – August 11, 2015 (Public Trading Symbol: “SOUP”) Soupman, Inc. announces that [Jamieson Karson](#) has joined Soupman, Inc. as Chief Executive Officer. Mr. Karson is also Chairman of the Board of Directors.

As Chief Executive Officer, Mr. Karson will work with the Board and management team to drive revenues and profits and to build upon the Soupman brand. Mr. Karson is the former CEO and Chairman of the Board of Steven Madden, LTD. (NASDAQ SYMBOL: “SHOO”), the global footwear, accessories and apparel company. During his tenure at Steve Madden, the company’s revenues, profits and market cap grew significantly despite the company facing extraordinary challenges. He is credited with stabilizing the company and expanding the company’s footprint into the global retail and wholesale markets. He has won numerous awards including Steve Madden being named “Footwear Company of the Year” twice and “Top Ten Retailers in America” by ICSC. Karson was named “Top Ten Best Retail CEOs in

America” by consulting firm HVS. After Steve Madden, Mr. Karson was a partner at Lightship Partners, a retail consulting firm. He has considerable expertise in the restaurant business. He also holds a law degree and is Senior Counsel at Dentons, the largest law firm in the world.

“We are very pleased to have Mr. Karson serve as our CEO. Mr. Karson brings a wealth of leadership and expertise to Soupman Inc.”, explains Robert N. Bertrand, President and CFO of Soupman. “We believe he will unleash the great potential of the Original Soupman brand and we look forward to a prosperous future under the new and powerful leadership team led by Mr. Karson.”



CEO of Soupman, Inc Jamieson Karson

“Soupman has such an interesting history. As [Seinfeld](#) recognized, Soupman makes the best soup in the world and I am thrilled to work with the team to exponentially and profitably grow our business and our brand” says Karson.

About Soupman, Inc.

In 1984, The Original Soupman opened its doors at 55th Street & 8th Avenue in Manhattan and quickly became a worldwide destination. Rated #1 by Zagat and praised by the New York Times as "Art, not Soup," it set the standard for innovation and excellence long before the famous “Seinfeld” episode made it a cultural icon. We sell soup across America in Tetra Pak cartons in grocery stores next to Campbell’s and Progresso as well as in our franchise restaurants, soupmobiles and foodservices. Shaquille O’Neal is an advisor and equity partner, as are Mr. October, Reggie Jackson and the award-winning actor, Jason Alexander. Soupman Inc., is a fully reporting public company trading under the symbol SOUP. For additional information on our company please visit: www.originalsoupman.com Follow us on Twitter @OriginalSoupMan and "Like" us on Facebook.

Safe Harbor Statement:

This press release may contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. The forward-looking statements are based on current expectations, estimates and projections made by management. The Company intends for the forward-looking statements to be covered by the safe harbor provisions for forward-looking statements. Words such as "anticipates", "expects", "intends", "plans", "believes", "seeks", "estimates" or variations of such words are intended to identify such forward-looking statements. All forward-looking statements in this press release are made as of the date of this press release, and the Company assumes no obligation to update these forward-looking statements other than as required by law. The forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those set forth or implied by any forward-looking statements, such as our ability to attract franchisee interest, add new grocery customers or our ability to otherwise to implement our marketing plan, including raise necessary capital, and the risk factors discussed in the Business and Management's Discussion and Analysis sections in our Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and Current Reports on Form 8-K. Copies of these filings are available at www.originalsoupman.com.

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