

1. How long has the helium shortage been affecting Party City?
  - The shortage of helium supplies started last year and has impacted many industries.
  - While Party City isn't immune to these challenges, we are working closely with our supply partners and receive regular helium replenishments to serve our customers in-stores.
  - Importantly, we have signed a letter of agreement for a new source of helium which, subject to final execution of a definitive contract, would provide for additional quantities of helium beginning this summer.
  
2. What should customers expect when purchasing balloons?
  - As always, Party City is committed to helping customers throw their best party and has a wide selection of balloons available for any occasion.
  - Because of the global helium shortage, fulfillment of balloon orders may be affected on an intermittent basis at some Party City stores.
  - We're working to replenish the helium at the affected stores as more supply becomes available.
  - If helium is not available, we have plenty of other options. Customers can create a balloon arch or balloon wall with latex and foil balloons— no need for helium; just some tape and creativity.
  
3. Do all customers need to purchase their own tanks?
  - No, if helium is in stock in the store, customers do not have to purchase individual tanks in order to inflate their balloons.
  - For impacted stores, we offer transportable and disposable helium tanks for purchase, which are a great way for customers to inflate their balloons wherever they choose.
  - Depending on the number of balloons needed, a separate helium tank may be the most beneficial for the customer's party needs.
  - As mentioned, as an alternative to helium balloons, we also offer our customers a wide selection of decorative air filled balloon solutions including arches, columns, backdrop kits, numbers, letters and centerpieces, which are on-trend and affordably priced.
  
4. Has this forced Party City to close any stores?
  - No, store closings are completely unrelated to the global helium issue.
  - For additional background, each year, Party City typically closes 10-15 stores as a part of our prudent network optimization process and in response to ongoing consumer, market and economic changes that naturally arise in the business.
  - This year, after careful consideration and evaluation of our store fleet, Party City made the decision to close more stores than usual in order to help optimize our market level performance, focus on the most profitable locations and improve the overall health of our store portfolio.