



CALIBURGER SIGNS FRANCHISE DEAL TO OPEN IN HONG KONG

Hong Kong -April 24, 2013 -CaliBurger™ announced today that it has signed a franchise agreement with a group of financial investors to open the first CaliBurger restaurant in Hong Kong.

"Hong Kong is the financial center of Asia and is home to one of the most diverse populations in the world," said Charles Liao, CEO of CaliBurger China. "The opening of CaliBurger in Hong Kong will allow millions of people to enjoy California's best burgers and chicken sandwiches and get a glimpse of emerging fashion, music, and technology trends from California."

The first CaliBurger restaurant in Hong Kong is expected to open in 2013. The Hong Kong-based franchisee will contract with a local restaurant management company to build and manage the restaurant.

"With the launch of CaliBurger Hong Kong, we expect the CaliBurger brand to proliferate rapidly in Southeast Asia," said John Miller, chairman of CaliBurger. "Our business development team and Fransmart are currently focused on selecting the best franchisees in key markets throughout the Southeast Asia region."

ABOUT CALIBURGER

CaliBurger was established by a passionate group of entrepreneurs from California who set out to bring the finest and freshest "Cali" inspired burgers and chicken sandwiches to the rest of the world. CaliBurger's products feature 100% lean grass-fed beef, buns baked fresh, top-grade chicken, hand-selected vegetables, zero trans-fat oils, sauces made in house, and hand-mixed shakes. Our made-to-order meals are always prepared in open kitchens, and our restaurants incorporate advanced technologies to create a unique dining experience. CaliBurger customers can enjoy a taste of California in an environment that looks, smells, and feels like California. For more information, please visit www.caliburgerintl.com.