



## **CALIBURGER SIGNS MASTER FRANCHISE AGREEMENT TO OPEN 100 UNITS IN MIDDLE EAST**

*First Store to Open in Dubai*

**Dubai** - April 2, 2013 - CaliBurger™ announced today that it has signed a Master Franchise Agreement for the Middle East. Under the terms of the agreement, a newly formed company backed by a group of private equity investors and family office funds will develop 100 CaliBurger units throughout the region. The first restaurant will open in Dubai later this year.

"This investment is much greater than bringing California-style burgers and chicken sandwiches to the Middle East," said Mr. Hassan Salameh, area manager for the regional expansion plan. "It is about the larger 'Cali' lifestyle and experience. Our management and staff will be the first in the region to wear a new clothing line developed by one of the top fashion designers in Hollywood; our restaurants will incorporate advanced wireless smart phone charging technology developed in Silicon Valley; and we even intend to put on concerts featuring some of the best musicians from Los Angeles."

"This partnership represents a major commitment to develop our Cali brands in the Middle East," said Rick DeMarco, Chief Operating Officer at Caliburger. "From the smell of the onions on the grill to the 'wave wall' to the staff attire, our customers in the Middle East will have an extremely unique and memorable dining experience."

### **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](http://www.caliburgerintl.com).