



## **CaliBurger Expands In China**

*Two New CaliBurger Restaurants Opening In Guangzhou  
And Nanjing Lu Road, Shanghai*

**Shanghai, China** - March 20, 2013 - CaliBurger announced today that it will open two new restaurants in China. The new restaurants will feature a new interior design and incorporate advanced technologies to create a unique dining experience. CaliBurger customers in Shanghai and Guangzhou will be able to enjoy a taste of "Cali's" best hamburgers and chicken sandwiches in an environment that looks, smells, and feels like California.

In May, CaliBurger will open at the Seasons Mall, No. 85 HuaCheng Blvd, TianHe District. The choice to open a location in this 920,000 square meter flagship luxury shopping center in the heart of Guangzhou's most prominent central business district represents CaliBurger's continued strategy to position itself as a more premium fast food brand. "We are pleased to expand outside of Shanghai into South China," said Charles Liao, CEO of CaliBurger China. "With over 10M people, Guangzhou is the third largest city in China."

Shortly after the CaliBurger opening in Guangzhou, CaliBurger will open another restaurant in Shanghai on Nanjing Road. "Nanjing Road is one of the most heavily traveled streets in China," remarked Mr. Liao. "Positioned across the street from the famous Jing'an Temple tourist destination, this restaurant will serve as our flagship location for Shanghai." CaliBurger intends to open a dozen new restaurants in China over the next 18 months and is also planning restaurant openings in the Middle East and United States in 2013.

### **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).