



## **CaliBurger Signs Deal to Open in Kuwait and Iraq**

**Kuwait City** -March 26, 2013 -CaliBurger announced today that it has signed a franchise agreement to begin opening CaliBurger restaurants in Kuwait and Iraq. The franchisee, Ali Hashem, will have rights to open multiple units in Kuwait and serve as the master franchisee for Iraq. Mr. Hashem is a local entrepreneur whose family owns United Foodstuff Industries Group Company, one of the largest food companies in Kuwait.

"We are pleased to be working with Ali Hashem and his colleagues at United Foodstuff Industries Group Company," said Rick DeMarco, Chief Operating Officer of CaliBurger. "Burger concepts in Kuwait are experiencing some of the highest sales in the world, and Iraq represents a tremendous future growth opportunity."

"I loved my time in California, and that is why I chose to pass my California experience on to my territory through CaliBurger," explained Mr. Hashem. "Our customers 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."

CaliBurger expects to execute additional international franchise agreements in the near future. "Our strategy is to open company-owned and company-controlled restaurants in China and the United States," said John Miller, chairman of the CaliBurger board of directors. "Through our franchising development partner, Fransmart, we are seeing tremendous demand for international franchise agreements. We will carefully select our franchise partners and support them through a dedicated international franchise support team."

### **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).