



CALIBURGER TO HOST PREMIUM CALI CONTENT

Los Angeles, CA - May 27, 2013 - CaliBurger™ announced today that it has licensed Premium Cali™ content to play in its restaurants in China, Southeast Asia, and the Middle East. CaliBurger restaurants will stream Premium Cali TV on Video Walls and play Premium Cali Radio. Premium Cali TV features a collection of stories about California fashion, art, music, sports, and lifestyle. Premium Cali Radio is a library of music from rising stars across various musical genres. Premium Cali content can be viewed at premiumcali.com.

"Our partnership with Premium Cali will provide our patrons with an authentic California lifestyle experience," said John Miller, chairman of CaliBurger. "CaliBurger customers can now get a glimpse of the newest and hottest artists and brands before they become mainstream globally."

"Premium Cali allows rising artists and brands across a variety of mediums the opportunity to rapidly establish themselves in new markets," said Ashley Avis, Director and Producer of Premium Cali Video. "Our goal on the production end is to create mesmerizing, beautiful content that genuinely showcases a mosaic of California personalities."

The Premium Cali system will also, for the first time, enable restaurant franchisees to utilize their prime retail locations to increase revenue through an e-commerce platform. CaliBurger franchisees in emerging markets can host periodic "flash sales" of limited quantities of specialty Premium Cali items that cannot be accessed anywhere else in the local markets. CaliBurger restaurants will begin participating in the Premium Cali flash sales program later this year.

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.