



CALIBURGER TO HOLD "TASTE OF CALI" EVENTS IN MIDDLE EAST AND EUROPE

First of Series of "Pop Up" Events To Introduce Brand To New Markets

Dubai, United Arab Emirates and Frankfurt, Germany - August 1, 2013 - CaliBurger™ announced today that it will hold two "Taste of Cali™" events in the Middle East and Europe during the month of August. These "Pop Up" events will involve serving featured products at different locations for limited periods of time. The first Taste of Cali event will be in Dubai on August 13 and will be for selectively invited guests. The CaliBurger team will use an existing kitchen space to serve a range of different products on the CaliBurger menu. The second event will take place on August 23-25 in Frankfurt, Germany during the Frankfurt Spectacular Art and Culture Festival. For three days, a CaliBurger food truck will serve hamburgers and cheeseburgers in front of the Eisener Steg Bridge (on the Sachsenhausen side).

"The purpose of these Events are to begin introducing our brand to the Middle East and Europe and demonstrate that we have completed qualification of the local supply chain in these regions for our fresh, made to order products," said John Miller, chairman of CaliBurger. "We are currently building three restaurants in the GCC with our local partners, and we expect to begin opening restaurants in Europe in 2014 with local franchisees."

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.