



CALIBURGER AND DASHANG GROUP FORM ALLIANCE FOR MAJOR EXPANSION OF CALIBURGER UNITS IN CHINA

Targeting 50 New Units Over Three Years

Dalian, China - September 1, 2013 - CaliBurger™ announced today that it has signed a strategic alliance agreement with Dashang Group. Dashang Group (600694: Shanghai) operates hundreds of shopping malls throughout China and had over 131 billion yuan (approximately 20.5 billion US dollars) of revenue in 2012. Under the terms of the alliance, the parties will seek to open 50 new CaliBurger units (both CaliBurger restaurants as well as "Cali Express" units) in Dashang's retail locations in China over the next three years. The first location will be a Flagship CaliBurger Store at Dashang's headquarters in Dalian.

"Our goal is to provide customers in our malls with access to the hottest global brands," said Mr. Niu Gang, Chairman and CEO of Dashang Group. "We believe CaliBurger will be the leading 'better burger' brand in China, and we look forward to sharing the unique 'Premium Cali' experience with shoppers around China."

"Millions of people shop and eat at Dashang's properties every week," said John Miller, Chairman of CaliBurger. "We now have a platform to quickly establish CBs in prime locations in shopping malls throughout China."

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.