



CALIBURGER TO EXPAND IN GUANDONG PROVINCE

Shenzhen, China - October 16, 2013 - CaliBurger™ announced today that it will open another location in Guangdong Province in 2013. The restaurant will be located across from Starbucks in the outdoor area in front of the Seashore City Mall in Shenzhen. Geographically located adjacent to Hong Kong and north of Guangzhou, Shenzhen has over ten million people and one of the largest per capita incomes in China. The city's population is also one of the youngest in China.

"Seashore Mall has some of the highest foot traffic in Shenzhen," said Peter Wang, Director of Operations of CaliBurger China. "This location will allow us to share our freshly prepared, high quality California menu and interactive Premium Cali™ content with tens of thousands of young people in Shenzhen."

The opening of CaliBurger in Shenzhen will ride on the coat tails of the buzz surrounding the opening of CaliBurger in Hong Kong last month and Guangzhou over the summer. The CaliBurger at Seashore City will be the fifth CaliBurger unit in the Southern China region. CaliBurger has plans to launch in Northern China with a partner in early 2014.

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.