



CALIBURGER TO LAUNCH IN PHILIPPINES IN DECEMBER

Manila, Philippines - October 22, 2013 - CaliBurger™ announced today that it will launch in Manila in December 2013. The flagship location will be located at the prestigious Century City Mall in Makati (Central Manila). The 4500 square foot space will include a bar and large video wall featuring interactive Premium Cali™ content. In the alfresco area, guests can enjoy their premium burgers, sip cool beers, and listen to Premium Cali music while overlooking the vibrant city of Manila. CaliBurger Makati is surrounded by the Grammercy Residences and the coming Trump Tower.

“Our goal is to make this CaliBurger a showcase for the entire Asia Pacific region,” said Enrique Gonzales, Chairman of IP Ventures, a Manila-based private equity group investing in CaliBurger Philippines. “Over the next twelve months, we will open more, equally exciting CaliBurger restaurants in Metro Manila as well as stores fronting the beach in locations such as Boracay, often voted the best beach in the world.”

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.