



## **CALIBURGER ENTERS JOINT VENTURE TO DEVELOP ASIA TERRITORIES OUTSIDE OF CHINA**

*World Class Management Team To Create Dominant  
“Better Burger” Brand In Region*

**Singapore – November 12, 2013** – CaliBurger™ announced today that it has entered a joint venture agreement to develop certain territories in Asia outside of China. The CaliBurger Asia JV will be led by CEO Michael Lacy and COO Neil Streeter.

Mr. Lacy is a seasoned QSR veteran, with over thirty years of experience, including: pioneering QSR in the Middle East by bringing KFC to the region; and managing, building, and operating country and regional franchise and sub-franchise networks for KFC, Pizza Hut, Sizzler Steak House, and Hardy’s.

Mr. Streeter began his career in the 1980s with McDonald’s Australia and then spent twelve years with PepsiCo Australia. In the early 1990s, he move to Southeast Asia to run the Pizza Hut business in the Philippines and subsequently served as COO of the retail food group at RFM Corporation, where he built and operated over 100 retail outlets (Dairy Queen, Little Caesar’s Pizza, and Rolling Pin) over a four year period.

“The Asian markets are experiencing tremendous growth, with rising disposable incomes and more discerning consumers,” said Michael Lacy, CEO of Caliburger Asia. “CaliBurger has the opportunity to be the leading better burger chain while also building a broader lifestyle brand through its Premium Cali™ program.”

The Singapore domiciled joint venture company will develop restaurants and support regional partners. Additionally, CaliBurger Asia will seek to acquire real property in prime retail locations in major strategic cities. CaliBurger will own 50% of the joint venture company in partnership with a private equity firm and key members of the Caliburger Asia team.



CaliBurger currently has a team in China (headquartered in Shanghai) dedicated to development of the China market and a separate global franchise support team to support master franchisees in the Middle East, Europe, and Americas. The formation of a focused CaliBurger Asia management team and infrastructure will allow more rapid and effective development of key markets in Asia outside of 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](http://www.caliburgerintl.com).