



## **CALIBURGER ANNOUNCES MASTER FRANCHISE AGREEMENT FOR EUROPE**

*Brand To Enter Western Europe, Central Europe, Eastern Europe, and Russia*

London – December 23, 2013 – CaliBurger™ announced today that it will launch in Europe in 2014. Pursuant to a Master Franchise Agreement spanning Western Europe, Central Europe, Eastern Europe & Russia, Westwood Group Inc. will initially develop company owned stores in London; in addition, it will grant franchises to multi-unit operators throughout the region. Westwood Group is backed by investors in Europe and Hong Kong and is establishing a regional office with an experienced QSR management team to develop the brand regionally and provide support to franchise partners.

“We are setting up an infrastructure and team to support rapid build out of the brand throughout Europe,” said Mr. Adler, chairman and one of the founding investors in Westwood Group. “In addition to delivering the quality, service, and freshness that CaliBurger has become known for, our restaurants will use the Premium Cali™ Video Walls and advanced mobile device technology to deliver localised Premium Cali content to the European market. This will include the ability for CaliBurger customers to use their smart phones to vote for and interact with their favourite local musicians, artists, and fashion brands.”

“We look forward to launching in Europe next year,” said John Miller, chairman of CaliBurger. “Westwood Group is well capitalized and has access to the best operating and real estate partners to effectively build the brand in Europe.”

### **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).