



CALIBURGER CLOSES ADDITIONAL EQUITY FINANCING TO ESTABLISH USA HEADQUARTERS

First Restaurants To Open In Washington DC In 2014

Washington DC, USA – January 29, 2014 – CaliBurger™ announced today that it has completed an additional equity financing from two US-based venture capital groups. The capital will be used to establish CaliBurger’s headquarters and infrastructure for the United States in Washington D.C. The first restaurant will open in late 2014.

CaliBurger USA will be run by restaurant veteran Rick DeMarco. Rick has previously served as an operations executive at The Counter, House of Blues, and California Pizza Kitchen. Over the past year, Rick has worked with the CaliBurger team to establish the supply chain and roll out plan on the East Coast.

CaliBurger USA will offer the fresh, made to order burgers and chicken sandwiches that it has come to be known for in international markets at a meaningful price discount to established better burger brands on the East Coast such as Five Guys and Shake Shack. Additionally, the massive Video Walls will feature customized Premium Cali™ content, including footage of talented and quirky artists and celebrities in foreign markets that love CaliBurger's food and embrace the Cali spirit.

“To our knowledge, CaliBurger will be the first premium burger brand to establish a presence in Asia, the Middle East, and Europe before entering the United States. We believe that CaliBurger can fill a vacuum in the market for a premium burger at a reduced price to its competitors,” said Mr. DeMarco. “CaliBurger is also the first better burger brand with a strong lifestyle component powered by advanced display and mobile technologies.”



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.