



CALIBURGER COMING TO CANADA

Vancouver, Canada – September 1, 2014 – CaliBurger™ announced today that it has executed a master franchise agreement to develop at least 10 CaliBurger restaurants in British Columbia, Canada. The first restaurants will likely open in 2015.

Reyaz A. Kassamali, President and CEO of K Franchise Systems, the organization rolling out the brand in British Columbia, stated: “While there is certainly no shortage of premium burger concepts in North America, we were particularly impressed with CaliBurger’s superior product and customer value proposition. We also found the whole 'CaliBurger experience' compelling, incorporating both aspirational lifestyle elements and cutting-edge, fun technology into the dining experience. We are convinced that the interaction of customers with the Premium Cali™ Video Walls through their mobile devices will resonate with consumers and drive meaningful incremental foot traffic and revenues. For the first time, a restaurant is leveraging technology and social gaming, such as celebrity trivia for adults and video games for kids, to bring in targeted groups of local customers during certain periods of the day.”

CaliBurger currently has restaurants in Asia and the Middle East and is planning openings in London and the Washington DC area in the near future. CaliBurger ranked #1 on Bloomberg Global’s Top Five restaurants in Hong Kong for its “rocking burgers” and has been described by Huffington Post as a top burger concept to watch in 2014.



ABOUT CALIBURGER

CaliBurger is a 21st century revival of the classic California burger joint. Our founders are California-bred with global ambitions, bringing the best of California culture, technology, imagery and food to markets that have long craved the famous California style burger. CaliBurger provides a premium quality burger experience at an accessible QSR price point. CaliBurger's products feature the highest quality 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.caliburger.com.

CONTACTS:

CaliBurger

John Miller

jmiller@caliburger.com

K Franchise Systems

Reyaz A. Kassamali

Reyaz@KFranchiseSystems.com