



**CALIBURGER PRESS CONFERENCE TO  
ANNOUNCE LAUNCH OF BRAND IN MALAYSIA**  
*Three Units Expected To Open In Kuala Lumpur in 2015*

**Singapore** – November 13, 2014 – CaliBurger Asia, an affiliate of CaliBurger,<sup>™</sup> will hold a press conference on November 24th in Kuala Lumpur to announce the launch of the brand in Malaysia. The press conference will take place at PARKROYAL Kuala Lumpur. CaliBurger’s signature products will be served at the event, and the CaliBurger video wall gaming platform will be demonstrated to local journalists.

Vijayan Chinnasami, a principal at the Malaysian firm developing CaliBurger restaurants in Kuala Lumpur, stated, “Malaysia is one of the fastest growing markets in the world for consumption. CaliBurger Malaysia will be the first premium burger concept in Malaysia that is affordable for the masses. It will also be the first restaurant chain in Southeast Asia where groups of friends and families can come together during certain times for social gaming on the walls of the restaurants.”

**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](http://www.caliburger.com).