



CALIBURGER ENTERS PARTNERSHIP TO DEVELOP ADDITIONAL TERRITORIES IN CANADA

Washington DC – December 4, 2014 – CaliBurger™ announced today its affiliate, CaliBurger Franchisor USA, has entered an agreement to develop the rest of Canada. Earlier this year, CaliBurger signed a deal to launch in Vancouver, British Columbia. The flagship store in Ontario is expected to open in Toronto in 2015, following openings on America’s East Coast. The roll out of the brand in Canada will be supported by the CaliBurger USA team and training center in Washington D.C.

The expansion into Canada will be lead by franchise partner Pete Crouse, former Pepsico executive and successful franchise operator. “With the explosion of demand for premium burgers in Canada, we are planning to open dozens of units throughout the country. In addition to a more affordable premium burger product, CaliBurger will also offer Canadian consumers an advanced technology and entertainment experience.”

CaliBurger currently has restaurants in seven international cities. It was recently designated a top five global restaurant by Bloomberg Global.

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.