



Press Release

For Immediate Release

July 2nd, 2010

Burger Edge Secures West Australian Master Franchisee

Melbourne, Australia. Burger Edge, one of Australia's leading gourmet burger franchises, today announced the appointment of a West Australian Master Franchisee.

The Master Franchisee will be responsible for the development, management and growth of the Burger Edge business and Franchisees across the state of Western Australia.

Raymond Widjaja is a seasoned businessman with an extensive background in food retailing as well as the corporate sector.

"I am very pleased with our selection of the Master Franchisee for this very important territory. He is a perfect fit for our business. Meeting Raymond greatly accelerated our plans for Burger Edge outside Victoria and Queensland. I am very confident and excited about the great things he and his team will achieve" Said Burger Edge Franchisor, Issam Soubjaki.

The first Burger Edge store opening will be at ENEX100 food podium located between St. George Terrace and Hay Street, Perth. A second site is currently in negotiations and a possible third before the end of 2010.

For franchise enquiries, Raymond Widjaja can be contacted on 0411 831 929 or r.widjaja@burgeredge.com

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