



Press Release

For Immediate Release

July 9th, 2009

Burger Edge Victorian Master Franchisee Acquires business from Franchisor.

Melbourne, Australia. **Burger Edge**, one of Australia's fastest growing gourmet burger franchise systems, today announced the successful acquisition of the Burger Edge brand and franchise by the former Victorian Master Franchisee.

The sale was a result of 6 months of intense negotiations between the parties which were only finalised last week. The new name for the franchise will be Burger Edge Franchising Pty Ltd.

The incoming franchisors are not new to the system. Issam and Enza Soubjaki have been involved with Burger Edge from almost day 1. They were the first franchisees, in the first Burger Edge store, the first multi store franchisees, the first state Master franchisees and have had extensive involvement with marketing and development of the brand since its inception.

'It just made a lot of sense for us to buy the company and take it to the next stage ' said Issam Soubjaki, whom will assume the role of Business Director and will head up Marketing. 'We know and care about the business and the franchisees enough to put up the funds and apply the effort to grow this brand to the size and strength it can become'. He added.

Enza Soubjaki will assume the Operations and Administration roles. She stated 'had we not believed in the brand and in its potential, we would not have invested this level of commitment to effectively restart the brand'.

The new owners plan to overhaul the brand livery, operations manuals, store design and marketing. An investment that will take 12 months to yield tangible results.

'We are buoyed by the support and backing of our franchisees and suppliers. Burger Edge will set an ambitious growth pace aiming to secure A1 flagship locations and attract enthusiastic franchisees' said Enza Soubjaki

Burger Edge currently has 9 stores Australia wide and plans to expand in Victoria before interstate plans are announced.

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