



Press Release

For Immediate Release

May 16, 2008

Burger Edge open on Philip Island, Victoria.

Melbourne, Australia. Burger Edge, Australia's fastest growing gourmet burger franchise today announced the opening of its first regional store, located in Cowes on Victoria's Philip Island.

After 6 months of planning and site selection, the location was selected for its traffic count and proximity to the town centre of the growing holiday destination.

"Cowes is an ideal selection for our franchise entry into the regions. We are very excited by the potential – especially for the coming summer months". Said head franchisor, Mike Gray.

The store has received immense local support and has exceeded sales forecast by over 100%.

"We hope to replicate this as we expand into the regional centers over the coming 3 years". Gray added.

The Cowes store is located at 12 Thompson Avenue. Ph: (03) 5952 1216.

For the list of store locations, visit www.burgeredge.com

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