



Press Release

For Immediate Release

July 24, 2008

Burger Edge opens in Geelong, Victoria.

Melbourne, Australia. Burger Edge, Australia's fastest growing gourmet burger franchise today announced the opening of its newest store in Geelong, located in Victoria's Western coastal district.

The newest store is situated in the recently refurbished and expanded Westfield Shopping Centre. With both internal and external frontage on Yarra Street, the El-Fresco dining precinct has followed the theme of a fun and friendly store atmosphere.

'We're very excited by the new store in Geelong and look forward to the summer seasons where the town comes alive with tourists and locals enjoying the seaside atmosphere' said head franchisor, Mike Gray.

With more stores in the pipeline, Burger Edge is rapidly expanding its franchise system, which has all but 1 store owned and operated by a franchisee.

The Geelong store is located on Yarra Street, under the overhead bridge. For phone orders, call (03) 5222 4146.

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

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