



Press Release

For Immediate Release

May 29, 2008

Burger Edge begins a regional franchise expansion strategy.

Melbourne, Australia. **Burger Edge**, Australia's fastest growing gourmet burger franchise today announced the opening of its second regional store in Victoria and the beginning of a long term growth plan into regional Australia.

The opening of Bendigo store comes soon after the successful opening of the first regional store in Cowes, located on the Victorian coastal town of Philip Island. Both store openings have exceeded opening sales predictions, and both are forecasted to see very strong sales over the coming summer months.

"For the last 12 months, we've planned moves into the regions as a result of rising city rents and diminishing quality stock of A1 sites across the capital cities". said franchisor Mike Gray.

Burger Edge is expecting to open its 15th store in Geelong before August, 2008 which is predicted to be one of the stronger locations in the growing franchise network.

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

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