



BURGERFUEL WORLDWIDE PRESS RELEASE

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STORE OPENING SEASON AT BURGERFUEL STARTS AT AL BARSHA



BurgerFuel Worldwide has marked the beginning of its 2013 store opening season with their 7th store in Dubai, at the Al Barsha Mall.

Al Barsha Mall borders Dubai's first public park with a lake, The Al Barsha Pond Park, which also features 162 hectares of fresh landscaped greens and jogging tracks. BurgerFuel is already firmly established in the area with one of its six other Dubai stores situated in The Mall of Emirates, which opened in July last year. Its unique offering designed to "fuel the human engine" with "fast food but real food", whilst serving New Zealand born and bred products to the rest of the world, will continue its expansion in a number of countries this year, including its homeland, New Zealand.

Farah George Farah, General Manager of F&B at Al Khayyat Investments (the franchisee partner for BurgerFuel UAE) says "The BurgerFuel store in the Al Barsha Mall is part of a new development that incorporates a Union Co Op hypermarket, popular with local Emiratis, perfect for BurgerFuel which is now the largest gourmet burger brand in Dubai for both expats and locals alike." The Al Barsha area is one of the newer residential developments not far from other popular developments such as Dubai Internet City, Dubai Marina and The Palm.

The Al Barsha store marks the first new BurgerFuel store to open in this calendar year. Chris Mason, CEO for International Markets based in Dubai, comments "It is an exciting time for BurgerFuel in the Middle East. We are pleased to see so much interest coming from local developers who have seen BurgerFuel take off and want to see our concept in their malls or buildings".

BurgerFuel Worldwide Ltd (BFW) is a NZAX listed company and is part of the exclusive NZ Trade & Enterprise Beachheads programme designed for high-growth NZ companies. BFW shares are currently trading at \$1.68.

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