

MAXI'S WELCOMES VILLAGE MALL TO THEIR FAMILY

Johannesburg, 25 November 2008, Maxi's today announced that they are extending to their ever growing family of over 50 outlets this time at a new development The Village Mall in Hartebeesport Dam.

Maxi's is a family restaurant that serves a wide range of tasty and great tasting meals. Combined with a trendy and welcoming atmosphere, they deliver exceptional, freshly prepared foods of the best quality. "We are very excited about the new store in Hartebeesport Dam," says Christo Calitz, Managing Director of Maxi's. "It is always a proud moment for us to open another store and to add to our dedicated team that works toward building a competitively strong brand."

Francois Schietekat was previously employed at Transnet for 31 years and has experience with the Blue Train, Passenger trains and Chartered trains.

"Maxi's is a restaurant that I believe has the correct vibe to become a real traditional South African brand that is first choice of consumers. It has a great breakfast, burgers, grills and kiddies menu. I must say the new décor is really fresh and the imported seats are nice and comfortable. I know patrons will love the design in Hartebeesport," says Francios.

The new Maxi's at the Village Mall in Schoemansville at Hartebeesport Dam is well situated on the outside parameter of the mall. My goal is to ensure that the local people of the area think of Maxi's as their place to have breakfast, lunch or early dinner or just a quick cup of coffee.," says Francios.

"What I enjoy most about a challenge like this is getting staff to be happy with what they are doing and therefore deliver a service that comes from the heart. You can't expect customers to be happy if your staff does not share your passion and love for what they are doing," concludes Francois.

Maxi's Hartebeesport Dam also made donation to a local charity to show their commitment to the community in which they trade. They have mad a generous donation to the Meerhof School who accommodates 190 learners between the ages of 5 and 19 years, with special educational needs. Some of the learners have specific learning problems, but the main emphasis is on learners who are physically challenged. The disabilities found amongst the learners include severe diabetes, rheumatoid arthritis, hemophilia, paraplegia, quadriplegia, spina bifida and every conceivable degree of cerebral palsy.

With Maxi's franchise owners having such a determined and focused attitude, the number of restaurants will certainly keep growing and the brand itself will celebrate many more years of serving South African families.

For more information on Maxi's, please visit their website at www.maxis.co.za.

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Words: [424]

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