

CROSSING OVER TO MAXI'S AT THE BRIDGE

Johannesburg, 17 September 2008, Think back to the moments you've enjoyed at a Maxi's Restaurant, the great food, the fun, the family. Now transport that memory and couple it with one of South Africa's road landmarks, The Bridge in Midrand, a prime location with over 1 million people a month driving past the site on the N1 highway. It is a place where business-people and holiday makers stop to fill up their tanks and tummies. It is this winning combination of prime-site, quality foods and service that proves to make Maxi's The Bridge a sure success elevating the Maxi's brand presence to new heights.

This deal came about by the signing of an agreement on the 1st March 2008 between Maxi's and Caltex where Maxi's took over all BJ's sites located within Caltex service station forecourts along the national highways within South Africa. The intention was to convert all the current eight high performance sites of BJ's to the latest generation new image Maxi's outlets with the potential to increase this to approximately 13 sites within the Caltex highway network. Included in this deal was the Bridge site in Midrand, which is the first to undergo a complete revamp into the new look Maxi's brand identity.

Maxi's is known for their exceptional quality and freshly prepared foods and furthermore enjoy the reputation of having an energetic management team that truly supports all their franchisees. "I believe that the Maxi's brand can become *THE* fast food restaurant of choice in South Africa," says Ravi Moopen, owner of Maxi's the Bridge, when describing his new partnership with the leading restaurant chain.

Ravi entered the food franchise industry in October 2000 with the purchase of the Bridge site and never looked back. The already impressive franchise portfolio of his restaurant management company includes the likes of Ocean Basket, Kauai and, now the latest addition of The Maxi's conversion at the Bridge. "I have many very successful restaurants that have won awards for quality and service." says Ravi. Ravi is committed to motivating all his staff and managers and furthermore believes that with the right intention and effort that everything is possible.

"We are very excited about the Bridge revamp," says Christo Calitz, Managing Director of Maxi's, "our extensive menu and friendly atmosphere coupled with The Bridge site provides a new way of 'bridging' the gap between quality food and convenience." The Bridge consist of two Maxi's take away sections in the forecourts that are open 24 hours on either side of the Bridge and the 300 seater Maxi's restaurant across the bridge. The restaurant caters for businesspeople and families alike. For businesspeople there is a WI FI hotspot facility

throughout and plug points at most tables in the restaurant as well as a unique range of platters for any business meeting requirements. For the Mini Maxi's clients there is a play area equipped with play stations and a jungle gym for their enjoyment.

Maxi's are very excited about the partnership with Chevron and the first conversion to Maxi's at The Bridge. If customer feedback, brand awareness and sales are anything to go by The Bridge will elevate the brand to something that can't be reckoned with.

For more information on Maxi's Restaurants, please visit their website at www.maxisfood.com

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