

MAXI'S WELCOMES RICHARDS BAY TO THEIR FAMILY

Johannesburg, 8 July 2008, Maxi's today announced that they are extending to their ever growing family this time in the Kwa-Zulu Natal area; in Richards Bay at The Boardwalk @ Inkwazi Mall..

Maxi's is a family restaurant that serves a wide range of tasty and nutritious meals. Combined with a sociable and welcoming atmosphere, they deliver exceptional, freshly prepared foods of the best quality. "We are very excited about the new store in Richards Bay," 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 strong brand."

"We think it's incredible that we will have a store in Richards Bay, we were just waiting to find the right franchisee to join forces with us on the mission and we feel that Francois and his wife Amanda are the people that we have been waiting for," says Christo.

Francois was previously employed on Bayside Aluminium (BHP Billiton) as an Automation Specialist. "I didn't know Maxi's at first but after a few phone calls I ended up at the Taste Holdings offices in Pinetown where I met Luigi Gonzaga. What a great bunch of people. Immediately I felt at home and I knew that this was what I was waiting for especially with the Maxi's brand expanding so fast", says Francois Palm owner of Maxi's in Richards Bay.

Maxi's is known for their exceptional and freshly prepared meals. Another part of what makes this brand victorious, besides the hard work and devotion, is the energetic management team which supports all their franchisees.

"I always enjoy people's company and a good laugh", says Francois. Francois wants to make this business venture a great success and believes this can only be achieved through customer service and should always be your number one priority.

Francois concludes, "With the Maxi's brand launching their brand building Television commercial in April we have the support of national advertising to assist in growing the brand. Amanda and I both want to ensure that our store lives up to the aspiration and expectations that Maxi's faithful customers have come to value the brand. To ensure this we are very hands on and you will find us at our restaurant every day."

As part of the store opening, Francois and Maxi's Richards Bay chose Round Table as their charity of choice and donated R1500 to them on the evening. Maxi's and all their franchisees believe in getting involved and giving back to their communities in which they operate which

is why they choose a local charity. It just another way for them to show that they are as serious about their community of customers as they are about their great food.

With Maxi's franchise owners having such a determined and focused attitude, the stores 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.maxisfood.com.

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