



BURGERFUEL WORLDWIDE PRESS RELEASE

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BURGERFUEL APPOINTS CHIEF OPERATING OFFICER

BurgerFuel Worldwide (BFW) has announced today that it has appointed a Chief Operating Officer. The newly created position to head up operations of the listed company with an emphasis on both local and international expansion will be taken up by Tyrone Foley.



Tyrone Foley, new BurgerFuel Chief Operating Officer on his recent holiday in South Park, Colorado.

Tyrone first started his career at McDonald's where he worked for 17 years under BurgerFuel's current independent director Al Dunn (former Chairman and CEO of McDonalds NZ). Tyrone had various leadership roles in operations, franchising and the project management of the McCafe rollout. His time also included the Field Service Manager role, a critical senior management position involved in the selection and management of franchisees.

In 2005 he spent a year with BurgerFuel as General Manager and then moved to BP Oil New Zealand where he has worked for the past 7 years. At BP he has been instrumental in managing many transformations to their retail business namely BP Connect & Wild Bean Café in leadership roles such as the Business Support Manager and earlier as the Operations

Excellence Manager. These retail businesses are now leaders in their category, having been turned into efficient business units that consistently deliver excellence to their customers and value to their owners.

Tyrone knows and understands the BurgerFuel culture well which was important to the company in the selection of this position. "It's great to see how the company has grown over the last 7 years and I'm looking forward to re-joining BurgerFuel as it establishes itself as a global brand" says Tyrone.

BurgerFuel Worldwide CEO Josef Roberts comments "Tyrone will bring a wealth of franchising, retail, food service and leadership experience to our business as Chief Operating Officer and allows Chris (Mason) and I to spend more time on building the international business."

BurgerFuel welcomes its new chief, who will start in early September.

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