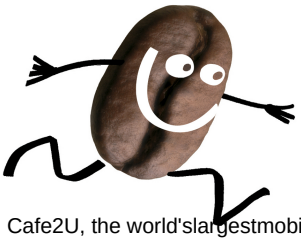

Cafe2U Launches First Franchise in Germany

3 continents combine to make Cafe2U Germany a reality!

Cafe2U, the world'slargestmobile coffee franchise system, has announced that its first franchise in Germany will be launching on Monday 25th June 2012. Having completed training at the Cafe2U Training Academy based in Leeds in the UK, the Master Licensee for Germany, Igor Yushchin will commence operating in Seigburg, located in the Bonn region.Igor Yushchin first discovered the Cafe2U concept during a visit to the USA in early 2012."I was looking for the right franchise business model to take back and develop in Germany, and it was by chance that I came across Cafe2U in the USA. I quickly realised that this business model was just what I had been looking for. Not only would the product and service satisfy a existing gap in the market for coffee consumers, Cafe2U's unique business model would provide a franchise opportunity that had previously not been seen in Germany. I am excited by the opportunity, and the support from Cafe2U to get everything in place has been extraordinary!" said Yushchin. Although Cafe2U have already launched in the UK, Ireland and the USA, the launch in Germany has been special for the Cafe2U brand for many reasons.Derek Black, the Director of Operations with Cafe2U International explained why."Launching the Cafe2U brand in Germany has been a fantastic experiencebecause it required a global team effort. It was pleasing that Igor first discovered the Cafe2U business model in the USA, then completed all his pre work, planning and preparation with Cafe2U International based here in Sydney, and has now had his vehicle construction and training completed by the team at Cafe2U UK based in Leeds. This really confirmed to Igor that hewasdealing with a highly professional organisation, but more importantly that he would become part of atrulyinternational family. It has been really satisfying to see all the different arms of the business in different parts of the world come together to produce aseamlessresult" Cafe2U Germany will be formally offering new franchises opportunities from the beginning of July, and further information about new franchise opportunities can be obtained by contact Igor Yushchin direct on +49 (0) 2241 1626803. Further information on other internationally opportunities can be found online atwww.cafe2u.com.

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