



MEDIA RELEASE

***The Coffee Club* announces James Nixon-Smith as CEO**

Brisbane – October 11, 2010: Australia's largest home-grown café group *The Coffee Club* is today announcing the appointment of James Nixon-Smith as its Chief Executive Officer.

James joins *The Coffee Club* after spending the past six years as General Manager of national retail franchise Battery World. During that time, James reinvigorated Battery World's franchise system and doubled its expected annual revenue to \$60 million across its network of 100 stores. Prior to that, James was National Operations Manager with Australian-owned franchise Eagle Boys Pizza.

In his newly-appointed role as CEO of *The Coffee Club*, James will be focussing on achieving operational excellence across the business in order to spearhead *The Coffee Club's* continuing expansion plans.

"With 253 cafés across Australia, New Zealand and Thailand, double digit year-on-year growth and strong interest from overseas markets, *The Coffee Club* is already a highly successful business. It is perfectly positioned to be the brand of choice in franchising, the food and coffee industry, the property market, and employment," he said.

"Over the next five years, I expect to double our store presence so that, by 2015, there will be 500 of *The Coffee Club* cafés in more than 15 countries around the world.

"My first priorities will be to focus on service delivery to support a rapidly expanding network, from our café staff to our management team, and investing heavily into brand acquisition along with aggressive property selection of the business," James said.

In the remainder of 2010, *The Coffee Club* is set to open 20 new stores, including its first café in New Caledonia and third *First Avenue* store in Surfers Paradise.

Emmanuel Drivas, *The Coffee Club* Director, comments, "James' appointment to the role of CEO is one of the most exciting hires to happen to *The Coffee Club* over the past decade. He comes with strong franchising credentials, proven strategic capabilities, and his passion for the food and coffee business is undisputed. After 21 successful years, James is the right person to catapult *The Coffee Club* into our next phase of evolution."

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About *The Coffee Club*

The Coffee Club is a relaxed place to meet friends and family for *Good Food, Great Service* and *Excellent Coffee*. Since opening its doors in Brisbane 20 years ago, *The Coffee Club* has become Australia's largest home-grown café group, with some 250 stores.



In 2008, hospitality and leisure company Minor International took a 50 per cent stake in *The Coffee Club*, fuelling its international growth. The company now boasts four cafés in Thailand and 26 in New Zealand, with plans to expand into Hong Kong, Singapore, New Caledonia and Dubai in the next 12 months. Visit www.wherewillimeetyou.com.