

Baja Fresh Appoints New General Counsel

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Conway Brings His Legal Expertise and Brand Know-How to Baja Fresh Team

Baja Fresh Mexican Grill, the California-based quick and casual fresh Mexican food chain, announced today the addition of Michael Conway as their new General Counsel. He will be responsible for overseeing all legalities and activities, as well as assisting in implementation of the company's brand strategy.

Conway will manage all legal issues and activities for Baja Fresh day-to-day functions. He will also incorporate his wide business knowledge to continue development on the company's brand strategy.

'Michael will be a great addition to our team,' said James Walker, President, Baja Fresh. 'His expertise in law and passion for branding will be invaluable to us.'

Conway brings more than 11 years of legal experience in a wide variety of business issues inclusion business transactional and litigation matters. A native of California, Michael graduated cum laude from UCLA and received his law degree from Loyola Law School, Order of the Coif and currently sits on the Board of Governors for Loyola's Alumni Association Board. He has authored several legal articles and has presented on a variety of business issues including business transactional and litigation issues.

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