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TRIG Acquisition 1, Inc. Executes Agreement With General Wesley K. Clark

General Clark to Assume Position of Vice Chairman and Senior Veterans Advisor on Successful Completion of Acquisition of Grilled Cheese, Inc.

NEW YORK, NY--(Marketwire - Aug 29, 2012) - TRIG Acquisition 1, Inc., a fully reporting public company, announced today the execution of an agreement with Wesley K. Clark and Wesley K. Clark and Associates, LLC. General Clark is a highly decorated, retired four-star general and successful businessman, having received many military decorations, several honorary knighthoods, and a Presidential Medal of Freedom.

Pursuant to the agreement, upon the successful completion of the proposed acquisition of Grilled Cheese, Inc., General Clark will assume the position of Vice Chairman and Senior Veterans Advisor of the Company and Wesley Clark, Jr. will act as the Director of Veteran Operations. General Clark and his team will supervise the implementation of a national franchise program for U.S. veterans, currently in development, which the Company will roll out upon the acquisition of Grilled Cheese, Inc. (dba "The Grilled Cheese Truck").

This program will allow returning U.S. veterans from war zones such as Iraq and Afghanistan to be among the first 100 franchisees in the culinary success of The Grilled Cheese Truck, ranked the #1 most influential food truck in America by Klout.com. The Grilled Cheese Truck CEO is Dave Danhi, a successful Los Angeles-based chef and industry executive.

"I am thrilled to be a part of this unique endeavor as we bring a quality franchise opportunity to our deserving veterans," said General Clark. "Entering the private sector can often be a daunting task for America's brave soldiers when they return from the front lines. My mission as Vice Chairman will be to help implement The Grilled Cheese Truck's distinctive franchise veterans program and make it a resounding success for those servicemen and women with an entrepreneurial spirit and desire to own their own business."

Dave Danhi, CEO of The Grilled Cheese Truck, added, "We couldn't have asked for a more qualified leader for our veterans program. General Wesley Clark is committed to allowing returning vets to be among the first 100 franchise owners to participate in the burgeoning success of The Grilled Cheese Truck. Our roll out strategy will provide our veterans with an established brand, a low cost of entry and a universally appealing product line as we prepare to expand our presence in cities across America."

"General Clark is a tremendous addition to our team," stated A.J. Cervantes, Chief Executive Officer of TRIG Acquisition 1. "Not only has he held world-class positions in business and finance in the past, with his 30+ years in the military, he brings a wealth of knowledge and valuable resources as we prepare to develop and execute our veterans franchise program. We look forward to working closely with General Clark and our veterans."

Prior to the completion of the anticipated acquisition of Grilled Cheese, Inc., the Clark Group will provide strategic advisory services in the preliminary development of the franchise program for prospective veteran franchisees.

About Wesley K. Clark

General Clark spent 34 years in the Army and Department of Defense, receiving many military decorations, several honorary knighthoods, and a Presidential Medal of Freedom. From 2007 to 2012, General Clark was Chairman of Rodman & Renshaw Holding, LLC, a NY-based investment bank. He has also been the Chairman and CEO of Wesley K. Clark & Associates, a strategic advisory firm that he founded in March 2003. After receiving his four-star general rank he became widely recognized in his role commanding Operation Allied Force during the Kosovo War, where he was designated the Supreme Allied Commander Europe for NATO from 1997 to 2000. General Clark graduated valedictorian at West Point and received a Rhodes Scholarship to the University of Oxford.

Wesley K. Clark & Associates is an international consulting firm that specializes in business development, crisis support, and strategic communications. Founded in 2004 by General (ret) Wesley K. Clark, the firm uses his expertise, relationships, and extensive international reputation and experience in the fields of energy, alternative energy, corporate and national security, logistics, aerospace and defense, and investment banking. Wesley K. Clark & Associates is a relationships-oriented firm that provides strategic insights, managing the tactics of deal execution, and helping to create successful companies, projects and developments on five continents.

About TRIG Acquisition 1, Inc.

TRIG Acquisition 1, Inc. is an SEC-reporting Nevada corporation pursuing an Alternative Public Offering, concurrent financing and acquisition of Grilled Cheese, Inc., dba The Grilled Cheese Truck. The Grilled Cheese Truck is being launched as what management believes to be the first grilled cheese franchise operation and the first public food truck company in America. Currently an emerging Los Angeles-based purveyor of food, The Grilled Cheese Truck is capitalizing on the burgeoning food truck industry through its established operations and unique social media strategy, with nearly 100,000 combined followers on Facebook and Twitter. It was listed as the "most influential food truck in the country" by Klout.com, and the 3rd most influential "tweeter" in Los Angeles, behind the LA Times and LA Weekly, according to WeFollow.com. Included in the local, regional and national media coverage is The Grilled Cheese Truck's exposure on The Rachel Ray Show, The Price is Right, NBC News, The Travel Channel, USA Today, The Los Angeles Times, The Cooking Channel, BBC Travel, and more.

For more information on The Grilled Cheese Truck, please visit:
www.thegrilledcheesetruck.com/investor

Forward-Looking Statements

This press release contains forward-looking statements as defined within Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements relate to future events, including our ability to raise capital, or to our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. You should not place undue reliance on forward-looking statements since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond our control and which could, and likely will, materially affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects our current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to our operations, results of operations, growth strategy and liquidity. We assume no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.

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