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Big Boy Restaurants Signs an Agreement with a New California Franchisee to Open Six New Bob's Big Boy Restaurants in Southern California

Warren, Mich. (November 15, 2004) — The expansion of Big Boy Restaurants' franchise development program continues to be successful with a new area development agreement signed in California with the Limoneira Company to open six new Bob's Big Boy Restaurants in southern California over the next six years. The first restaurant to open in February 2005 will be a new *Bob's Big Boy Express* located at 55 Hallock Drive in Santa Paula, California. The location formerly housed a Wendy's® restaurant.

Limoneira Company is an agricultural producer of lemons, oranges, avocados, specialty citrus and other crops. It is one of the largest lemon growers in the Sunkist System in Ventura County, California and in the world and one of the largest avocado growers in California and the United States.

"We are extremely excited to have a world-class organization such as Limoneira signed on as a franchise group," said Tony Michaels, CEO of Big Boy Restaurants International LLC. "It's a great feeling to see the love and passion people have for Bob's Big Boy in California. This is the next step in a highly successful franchising program occurring throughout the west coast including California, Arizona and Nevada," Michaels added.

"We're very appreciative of the opportunity to enter into a relationship with Big Boy," said Harold S. Edwards, president and CEO of Limoneira Company. "This is a perfect match in the philosophy, culture and core values of the two companies and two brands. We're extremely excited about expanding the presence of Bob's Big Boy in California. We look at this as more than just a franchise and area development agreement. It's a real partnership between the two companies and we feel we're just beginning to scratch the surface of the limitless potential for growth," added Edwards.

The *Bob's Big Boy Express* will be a "fast casual" restaurant selling all of the legendary signature Big Boy classics such as the original Big Boy double-decker hamburger, Slim Jims, fries, hand-breaded onion rings, hot fudge cakes and hand-dipped shakes, sundaes and malts made with Big Boy premium ice cream. Breakfast will also be available at this new *Bob's Big Boy Express* with a variety of breakfast sandwiches served on famous Big Boy Grecian rolls.

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Big Boy Express/Limoneira Company

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The *Bob's Big Boy Express* will have elements of the Big Boy prototype restaurant's design and color scheme incorporating bright colors, comfortable seating and clean sight lines along with the fast casual operation.

While this *Bob's Big Boy Express* is being built, Limoneira Company is looking at additional sites for future Big Boy Restaurants and is close to making a final decision on those sites.

The Big Boy Restaurants International LLC national franchise campaign has resulted in several openings of new restaurants in the past 18 months. The franchise-operated Big Boy Restaurant in Hesperia, California continues to do well since its September 2003 opening. In December 2003, a multi-unit Big Boy franchise operator opened a 5,415-square-foot Big Boy Restaurant in Grandville, Michigan. The company's second prototype restaurant, to be built in Madison Heights, Michigan, broke ground in October 2004 and new prototype restaurants in South Lyon, Michigan; Dundee, Michigan; Las Vegas, Nevada and Phoenix, Arizona will be breaking ground soon.

Headquartered in Warren, Michigan, Big Boy Restaurants International LLC is the exclusive worldwide franchiser of more than 455 Big Boy Restaurants in the United States and Japan. Visit us at www.bigboy.com.

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