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For Immediate Release
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**There's a New "BOY" Coming to Town and He's REALLLY BIG!
Announcing the Opening of a Big Boy Restaurant in Altamonte Springs, Florida, March 29**

Altamonte Springs, Florida (March 13, 2006) — Move over Mickey, here comes the BOY! Get ready for the arrival of Big Boy in Florida with the **March 29 opening of a ground-up 5,000-square-foot Big Boy restaurant located at 795 Gateway Drive, Gateway Crossings Shopping Center, in Altamonte Springs.** Mayor Russel Hauck, Vice-Mayor Patricia Freeman and a representative from the Seminole County Regional Chamber of Commerce will cut the ribbon at a ceremony **on March 28 at 5:45 p.m.** followed by a VIP reception for invited guests.

Irv Lichtenwald, former CFO of Advent Software of San Francisco, California, acquired the exclusive rights to open Big Boy restaurants in Central Florida counties between 2006 and 2011, with a right to extend his exclusivity with Big Boy for six additional years. Construction has already begun on a second Big Boy restaurant in Sanford to open in June 2006 with additional locations in various stages of planning.

The new state-of-the-art Big Boy restaurant in Altamonte Springs will seat up to 150 customers and incorporates design elements featured in prototypical Big Boy restaurants around the United States including bright red, blue, and yellow décor, spacious booths, murals and an ice cream counter. As customers enter the brightly lit entranceway, they will be struck with the openness of the restaurant's design.

This Big Boy restaurant is smoke free and also offers free wireless Internet access, giving customers the convenience of being able to use their laptops or PDAs, outfitted for wireless, while enjoying a delicious meal at Big Boy. What's more, customers can enjoy the ease of **Curbside Carryout** – with reserved parking for customers who call in carry out orders. "You phone it in, we bring it out, and you're good to go!" As an added convenience, **online ordering** is available allowing customers to order from the full Big Boy menu by logging on to the company's Web site at www.bigboyflorida.com.

To celebrate the arrival of Big Boy in Altamonte Springs, several community events are planned the week of March 20.

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Starting March 20 through March 25, the public is invited to come out to various locations, listed below, and have a photo taken with the Big Boy costumed character. Participants will receive a Polaroid photo mounted on a special card that reads "Lights, Camera, Appetite!" They can bring the photo in to the new Big Boy restaurant in Altamonte Springs from **March 29 – April 29** for a chance to win a great prize like:

- 20-inch Magnavox remote color portable TV
- Samsung "The One Unit Solution" DVD/VCR
- TrueTech DVD recorder
- TrueTech CD stereo with remote control
- Game Boy Advance SP package including two games (Harry Potter and Chicken Little)
- Polaroid 5.1 megapixel digital camera
- iPod Nano
- Big Boy merchandise (ONE of the following: Big Boy baseball cap, bobblehead, coffee mug, watch, bank, strawberry pie, 25% off your entire meal and other exciting Big Boy prizes)

The Big Boy photo locations are as follow:

Monday, March 20, 9:00-10:30am

Altamonte Springs City Hall
Altamonte Springs Fire Department
Altamonte Springs Police Department

Tuesday, March 21, 11:30am-1:00pm

Stanford Centre ALF
433 Orange Drive
Altamonte Springs

Wednesday, March 22, 5:30-7:00pm

Lake Brantley Aquatic Center
991 Sand Lake Road
Altamonte Springs

Thursday, March 23, 6:00-7:30pm

AMF Altamonte Lanes
280 Douglas Avenue
Altamonte Springs

Friday, March 24, 6:00-7:30pm

Congo River Miniature Golf
531 West SR 436
Altamonte Springs

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Saturday, March 25, 9:30-11:00am

RDV Sportsplex Ice Den
Two Magic Place
8701 Maitland Summit Blvd.
Orlando

“Irv Lichtenwald is originally from Michigan, where the chain is headquartered, and has fond memories of Big Boy. So he contacted us saying he was ready for a new venture in a new industry and thought Big Boy would be the perfect business endeavor. We’re very happy to have someone of his background and expertise to become one of our franchisees,” said Tony Michaels, CEO of Big Boy Restaurants International LLC.

“We’ve seen unprecedented excitement and interest in our brand by investors and potential franchisees. With signed commitments for over 100 stores we’re ahead of the projected timeline in our strategic growth plan,” Michaels added.

“Florida has always attracted new residents from all over the United States to join those lucky enough to have been born in the state. Big Boy has such a great appeal to a broad range of ages, including children and young adults. Now those residents who grew up with fond memories of Big Boy, as well as those who are new to the concept, will be able to enjoy that *Ohhh Boy!* experience,” said Irv Lichtenwald.

An aggressive national franchise development program for Big Boy Restaurants International LLC began in 2003, shortly after Robert Liggett, Jr. purchased the Big Boy restaurant chain. In addition to the Florida expansion plans for the chain, there has been an explosion of growth on the West Coast, with three Big Boy restaurants opening in California in the past two and a half months and 55 others planned for California in the next 10 years. Other store openings are planned in 2006 for Michigan and Nevada.

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 the Big Boy Florida Web site at www.bigboyflorida.com or the corporation’s Web site at www.bigboy.com.

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