



One Big Boy Drive
WARREN, MI 48091-1799
(586) 759-6000

IMMEDIATE RELEASE

Contact: *PR Partners*

Nikki Grandberry

(248) 269-4356

ngrandberry@smz.com

Bob's Big Boy Is Now Open in Barstow!

Warren, Mich. – (November 29, 2005) – A newly converted **Bob's Big Boy** restaurant is now open at **2860 Lenwood Road** in Barstow, California. The new Bob's Big Boy restaurant is located at the popular restaurant/convenience store exit off I-15 at Lenwood Rd. between Los Angeles and Las Vegas. The restaurant is expected to enjoy healthy customer traffic from the freeway by people who remember the Bob's Big Boy reputation that started in southern California almost 70 years ago.

Bob's Big Boy fans in Barstow can now enjoy the classic Big Boy original double-decker hamburger, the decadent hot fudge ice cream cake topped with real whipped cream, fresh strawberry pie, breakfast bar and other classic favorites.

The 4,500-square-foot Bob's Big Boy restaurant is open seven days a week from 6 a.m. to 10 p.m. The new Bob's Big Boy restaurant in Barstow has all the design elements featured in prototypical Big Boy restaurants. Those elements include bright red, blue, and yellow décor, seating for 154 in spacious new booths, new bathrooms, murals, an ice cream counter and quilted stainless steel accents. As customers enter the brightly lit entranceway, they will be struck with the openness of the restaurant's design. Customers will also be enjoying their meals in a smoke-free environment.

Sleepy Hollow Enterprises LLC, a restaurant franchise group, is the owner of the new Bob's Big Boy Restaurant. Sleepy Hollow Enterprises LLC co-presidents Matt Pike and Noah Pike, who converted a former Harvey House into this new Bob's Big Boy, chose the brand for its traditional family favorites, reputation and service customers have enjoyed for 70 years.

"We are delighted to expand in southern California with a colorful, fresh look," said Tony Michaels, CEO of Big Boy Restaurants International LLC. "It's a fun and relaxed dining atmosphere for our customers."

Matt Pike says, "Bob's Big Boy is a brand with a great deal of energy and appeal right now. Bob's Big Boy is returning to the West Coast in a very big way. All of the ingredients for success are in place. The brand has exceptionally strong nostalgia and equity and there is tremendous growth occurring throughout Southern California."

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.

###