



4199 MARCY
WARREN, MI 48091-1799
(586) 759-6000

For Immediate Release
Contact: *PR Partners*
Nikki V. Grandberry
(248) 269-4356
ngrandberry@smz.com

Big Boy and U of M Partner in Sponsorship of Michigan's Athletics Programs:
First up — A Big Boy Original Food Stand in "The Big House"
(Photo Opportunity)

Ann Arbor, Mich. (October 15, 2004) — On **Wednesday, October 20, 11 a.m. at Michigan Stadium**, executives with Big Boy Restaurants and the University of Michigan's athletic department, along with the Big Boy statue, will gather on the field for a photo to celebrate the inking of a multi-year contract between the two. The contract between Big Boy and U of M is a brand-building partnership. It includes catering and hospitality, handled by Eventful Services, the concession, catering and event management division of Big Boy Restaurants, product placement in Michigan Stadium with a new *Big Boy Original* food stand and a comprehensive advertising package.

The *Big Boy Original* stand began serving Big Boy Original double-decker hamburgers, Slim Jim sandwiches, fries, chili fries, and grilled chicken sandwiches at the September 4 game between Michigan and Miami of Ohio. Average attendance at U of M games is 110,500.

The Big Boy sponsorship of Michigan Athletics includes advertising during football, men's and women's basketball, and hockey, along with catering various VIP events hosted by the athletic department during football game days.

"This is a very exciting time for us and we see the relationship with the University of Michigan as a continuation and key element of our 'surround sound' brand communication strategy," said Tony Michaels, CEO of Big Boy Restaurants International LLC.

"We are committed to building branded partnerships between Big Boy and major entertainment venues and brands, like the University of Michigan, that reflect the lifestyle interests of our customers. We are taking our proven model for success at Ford Field and using it as a catalyst for additional growth opportunities for our brand and company," added Michaels.

The linking of Big Boy Restaurants with the University of Michigan's athletic department is also part of the school's new strategy in how it pursues sponsors.

"The goal of the sponsorship program at the University of Michigan is to forge broader and deeper relationships with a select group of reputable sponsors. The new agreement with Big Boy fits this model perfectly," said David Harper, assistant athletic director for the University of Michigan.

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Big Boy/U of M Contract
1 add

“Big Boy will not only benefit from branding elements and retail programs, but they will have strong sampling and visibility for their products with their stand at Michigan Stadium. Our fans will benefit from the relationship as well, as the Big Boy menu offers a strong selection of items not previously available at football games.

“The powerful combination of the brands of Michigan Athletics and Big Boy will serve to provide an array of opportunities to develop loyalty and increase exposure.” Harper added.

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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