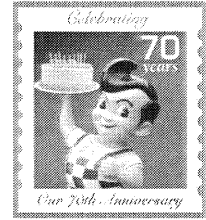




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For Immediate Release

Big Boy is “Goin’ to Work” at The Palace

Warren, Mich. — (April 21, 2006) — Big Boy has arrived at The Palace of Auburn Hills bringing his own style of “work” to the nation’s number one sports and entertainment venue. Officials from Big Boy Restaurants International LLC have announced an agreement with Palace Sports & Entertainment, to serve the world famous Big Boy classics at The Palace of Auburn Hills.

The opening of the Big Boy Original in The Palace is a continuation of the company’s strategy to place the brand in major sports and entertainment arenas. Further adding to the success it’s had in Ford Field and Comerica Park, this addition to The Palace is in keeping with the company’s plan to seek opportunities to make the Big Boy classics a tasty part of the entertainment of Big Boy customers.

Under the terms of the agreement the Big Boy Original food service stand will be located at the north entrance in the new Comcast Pavilion where Palace guests can enjoy some of their Big Boy favorites, including the Famous Big Boy Original Double Decker hamburger. The Big Boy stand is approximately 875 square feet and has a full working grille. Approximately six people will staff the stand every night to ensure excellent customer service.

“Opening a Big Boy in The Palace is an ideal environment for us,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “We appreciate The Palace’s attention to detail and its outstanding reputation for customer service, so partnering with The Palace is a great ‘next step’ in our current drive to grow the Big Boy brand nationally.”

“Being a native of the area, I will tell you with great conviction that Slim Jims are my favorite,” said Tom Wilson, president and CEO of Palace Sports & Entertainment. “This partnership with Big Boy allows us to connect with fans by offering them food and service that they are familiar with; it’s what they have grown up with. The Big Boy is an icon in Detroit and stands for quality food and excellent service. We know this relationship with him, and the organization he represents, will be a wonderful way to enhance our fans’ experience, every night at The Palace.”

-More-

Big Boy Comes to The Palace

1 add

2006 marks the 70th anniversary of Big Boy Restaurants. 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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