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**Fill Up Your Tank on Big Boy and Pepsi:
Free Gas Card Promotion Celebrating the 70th Anniversary of Big Boy Restaurants!**

Warren, Mich. — (May 18, 2006) — To kick off the celebration of the 70th anniversary of Big Boy Restaurants, Big Boy and Pepsi have teamed up to give customers a chance to win **free** gas cards. Starting **May 22 through June 17** Big Boy will be offering the “Pump It Up” Giveaway where customers can go to any Big Boy Restaurant nationwide and receive a mail-in entry form for a chance to win free American Express gas cards. **One winner will receive a \$1,000 gas card and 70 additional winners will receive a \$75 gas card from Big Boy.** These Big Boy/Pepsi gas cards are redeemable at gas stations and mini-marts that accept American Express.

Entries must be postmarked no later than June 17. Winners will be randomly chosen and announced in early July. No purchase is necessary and the public may enter as often as desired. Each entry must be mailed separately in a hand-addressed, stamped envelope and sent to:

**Big Boy and Pepsi “Pump It Up” Giveaway
P.O. Box 8546, Prospect Heights, IL 60070**

“For 70 years people have loved Big Boy and now’s our chance to show how much we love them,” said Tony Michaels, CEO of Big Boy Restaurants International. “We have been and always will be committed to delivering true value to our customers through our product quality and menu pricing. With the current high gas prices putting a financial strain on consumers, we feel offering our customers the chance to win free gas cards will give them a gift that has significant and immediate value.”

-More-

Big Boy “Pump It Up” Giveaway

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And when it comes to value, the new Big Boy Pasta Bowls offer delicious new tastes of Italy starting at \$6.99. There's:

- **Taste of Tuscany:** Penne pasta sautéed in olive oil with roasted garlic seasoning, sliced mushrooms, diced tomatoes, spinach, black olives and diced red pepper, \$6.99.
- **Pasta Florentine Alfredo with Chicken:** Penne pasta sautéed in olive oil with spinach, sliced mushrooms and our unique garlic herb seasoning. Topped with roasted garlic sliced chicken breast and our creamy Alfredo sauce, sprinkled with Parmesan cheese and parsley, \$8.98. Without chicken, \$6.99.
- **Penne Roma:** Grilled Italian sausage served over penne pasta with mushrooms, diced red pepper and diced onion sautéed in olive oil. Finished with our own marinara sauce and sprinkled with Parmesan cheese and parsley, \$8.98.

The Big Boy free gas card promotion is running in conjunction with the Big Boy Strawberry Festival where customers can sample a variety of their favorite strawberry desserts, along with a few new ones. The world famous Big Boy strawberry pie is made with big, fresh - never frozen - strawberries. And there are Big Boy Brand Premium Hand-Dipped Ice Cream™ desserts, like the Hot Fudge Strawberry Ice Cream Cake or cool and creamy strawberry sundaes.

The national growth of the Big Boy chain is in full speed with new openings of restaurants coming in late June and July in Las Vegas, Florida and California.

In June Big Boy will announce details on other events and nationwide contests for the public in honor of the company's 70th anniversary.

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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