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For Immediate Release

### **Big Boy Receives the Hot! Again Award from *Nation's Restaurant News Magazine***

Warren, Mich. — (November 9, 2007) — Big Boy Restaurants International LLC, a proud Michigan-based company, was named the exclusive winner of *Nation's Restaurant News*' "Hot! Again" Award during the magazine's Hot Concepts! celebration recently in Los Angeles. The award recognized Big Boy Restaurants steady, continued growth and its rebranding efforts.

This year Big Boy was selected as the Hot! Again Award winner for restoring sizzle to a long-established concept. The award has been given to only one restaurant annually for the past 10 years.

For the past 12 years, NRN has recognized outstanding new brands with the Hot Concepts! Award, this year given to six companies representing the hottest restaurant concepts of the past year.

Big Boy Restaurants' renewed success is based on a turnaround plan initiated by CEO Tony Michaels. "We are a reinvigorated Big Boy," said Michaels. "Southern California is exploding for us, and we have numerous franchise negotiations taking place in all parts of the U.S., particularly in the southeast."

So far this year, Big Boy has opened six new restaurants in Colton, California, and Rochester Hills, South Lyon, Marquette, Caledonia, and Scio Township, Michigan, all displaying the award-winning prototype design.

Big Boy Restaurants' exceptional growth continues with franchising opportunities now available in the Southern California market.

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](http://www.bigboy.com).

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