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NEWS ALERT

Big Boy Restaurant in West Bloomfield Township Reopens After a Nine-Month Absence, Remodeled, Updated and Offering Free Wireless Internet Access
VIP Ribbon Cutting and Reception Tuesday, January 11, 5 p.m.
PHOTO OPPORTUNITY

West Bloomfield Township, Mich. — (January 6, 2005) — On **Tuesday, January 11 at 5 p.m.** West Bloomfield Township Supervisor David Flaisher and Tony Michaels, CEO of Big Boy Restaurants International LLC, will cut the ribbon on the newly remodeled Big Boy Restaurant located at **6545 Orchard Lake Road**, West Bloomfield Township, Michigan. Following the ribbon cutting will be a private reception for 200 guests. **The restaurant will open to the public the following day, Wednesday, January 12.** It will be open every day from 6:30 a.m. to midnight. The 4,700 square-foot company-owned restaurant with a seating capacity of 150 has been completely remodeled incorporating the interior design elements of the Big Boy prototype restaurant. That means new booths, a new state-of-the-art kitchen and salad bar, murals, and an ice cream counter. As customers enter the brightly lit entranceway, they will be struck with the openness of the new design. **This newly remodeled Big Boy Restaurant will also offer free wireless Internet access** giving customers the convenience of being able to use their laptops or PDAs, outfitted for wireless, while enjoying a delicious meal at Big Boy.

This Big Boy Restaurant in West Bloomfield Township is located in an extremely popular strip mall near Maple Road on Orchard Lake Road and has been there since 1972. It closed in March 2004 after a fire destroyed the kitchen and dining area.

“It’s a wonderful location in an area we’ve had great success in serving for 32 years,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “In planning the remodeling, we wanted to make sure we included all the amenities that will make people excited about experiencing all the best of the new Big Boy design package. We’ve included all of the finest elements of our new restaurant prototype concept that’s in existence in our Grand Rapids restaurant, and in the prototype currently being built in Madison Heights,” said Michaels.

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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