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### ***Ohhh Boy! Big Boy Restaurants Announces the Opening of Bob's Big Boy Express in Santa Paula, California***

Warren, Mich. (February 25, 2005) — The first new *Bob's Big Boy Express* will open Saturday, March 5 at the Limoneira Mercantile, 55 Hallock Drive in Santa Paula, California. To add to the convenience of the 2,800-square-foot *Bob's Big Boy Express* experience, the Santa Paula location will be able to serve 80 customers in the dining room while also attending to countless customers at its new drive thru window.

*Bob's Big Boy Express* will be a franchise-operated restaurant owned by the Limoneira Company, an agricultural producer of lemons, oranges, avocados, specialty citrus and other crops. Limoneira Company is one of the largest lemon growers in the Sunkist System in Ventura County, California and in the world, and one of the largest avocado growers in California and the United States. In November 2004, Limoneira signed an agreement with Big Boy Restaurants International LLC to open six new *Bob's Big Boy Restaurants* in southern California over the next six years.

“We’re really excited about the opportunities for success with the new *Bob's Big Boy Express*. We’re confident this is a great way to bring Bob’s back to the market and we know we’ve found the right partner to do this,” said Tony Michaels, CEO of Big Boy Restaurants International LLC.

“We’re looking forward to bringing *Bob's Big Boy* back to Ventura County after this more than 20-year absence,” said Scott Edwards, general manager of Limoneira Mercantile. “It’s our distinct pleasure to bring the Big Boy character and brand back to this area. We’re also excited to be a test site for this new fast casual service format.

“We’re diligently working on finding the next full-service *Bob's Big Boy* site that we hope to have up and running within the next year or so,” added Edwards.

The *Bob's Big Boy Express* will be a “fast casual” restaurant offering all of the legendary signature Big Boy classics such as the original Big Boy double-decker hamburger, Slim Jim, fries, hand-breaded onion rings, hot fudge cake, shakes and sundaes, as well as some old favorites like Pappy Parker® fried chicken. Breakfast will also be available at this new *Bob's Big Boy Express* with breakfast sandwiches served on famous Big Boy Grecian rolls.

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Bob's Big Boy Express/CA  
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*Bob's Big Boy Express* will have elements of the Big Boy prototype restaurant's design and color scheme incorporating bright colors, comfortable seating and clean sight lines along with the fast casual operation. It will also feature new amenities such as a menu board with a pair of LCD/digital display system screens on both ends that show three to four seconds of video to advertise the menu items and promotions.

The Big Boy Restaurants International LLC national franchise campaign has resulted in the signing of several new agreements with new franchisees in the past 18 months. The franchise-operated Big Boy Restaurant in Hesperia, California continues to do well since its September 2003 opening. In December 2003, a multi-unit Big Boy franchise operator opened a 5,415-square-foot Big Boy Restaurant in Grandville, Michigan. The company's second prototype restaurant is scheduled to open in Madison Heights, Michigan in April 2005 and new prototype restaurants in South Lyon, Michigan; Dundee, Michigan; Las Vegas, Nevada; Florida and Phoenix, Arizona will be breaking ground soon. And future Big Boy Restaurants are planned for southern California under agreements signed with other new California franchisees.

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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