



One Big Boy Drive
WARREN, MI 48091-1799
(586) 759-6000
www.bigboy.com

Contact: *SMZ PR Partners*
Nikki V. Grandberry
(248) 269-4356
ngrandberry@smz.com

Big Boy Restaurant Opens in Caledonia on April 24!

Caledonia, Mich. — (April 20, 2007) — On **Tuesday, April 24** Caledonia residents will get a tasty treat when **a new Big Boy prototype restaurant located at 6450 100th Street S.E., opens in Caledonia.**

This new smoke free Big Boy restaurant, owned by Jason Stine, will operate from 6:30 a.m. — 10 p.m. Sunday through Thursday, and 6:30 a.m. — 11 p.m. Friday and Saturday.

Big Boy fans in Caledonia will be able to enjoy the classic Big Boy original double-decker hamburger, the famous hot fudge ice cream cake topped with real whipped cream, fresh strawberry pie, breakfast bar, and other timeless favorites.

The 4,200-square-foot Big Boy restaurant in Caledonia will include all the elements of the ground-up prototype design including bright red, blue, and yellow décor, seating for 112 in spacious new booths, new bathrooms, murals, an ice cream counter, and quilted stainless steel accents. Customers will feel welcomed by the brightly lit entranceway and the openness of the restaurant's design.

"Big Boy is proud to be a Michigan-owned and based company, representing the best in a family restaurant experience, and we're happy to open a new restaurant in Caledonia," said Tony Michaels, CEO of Big Boy Restaurants International LLC.

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.

###