



**EVENTFUL SERVICES**  
A CONCESSION AND EVENT SERVICE COMPANY



For Immediate Release.  
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### **Splendid Plates and Eventful Services Return as Grand Prix Caterers**

Warren, Mich. — (August 1, 2008) — Splendid Plates and Eventful Services proudly announce their selection as the official hospitality and concessions provider for the 2008 Detroit Belle Isle Grand Prix taking place Labor Day weekend, Aug. 29 -31. The companies return after servicing the prestigious American Le Mans and IndyCar Series on the historic island in 2007.

Splendid Plates will service 50-80 corporate chalets hosting 17,000 clients daily. Eventful Services will handle all public concessions on Belle Isle, with 50,000 to 70,000 spectators expected to take in the three days of events.

“This is our second consecutive year serving as the exclusive caterer and concessionaire for this tremendously prominent event and we’re obviously proud to have earned their confidence,” said Tony Michaels, CEO of Big Boy Restaurants International LLC, which owns Splendid Plates and Eventful Services.

“As a Michigan-based company we’re honored to provide these hospitality services at an event like the Detroit Belle Isle Grand Prix that showcases the pride in our state and city of Detroit.”

Along with the 2007 and 2008 Grand Prix weekends, Splendid Plates and Eventful Services have serviced past auto-centric events for General Motors, Ford Motor Company, Chrysler, ArvinMeritor, Audi of America, Honda, Penske Corporation, Porsche, *Crain’s “AutoWeek”* magazine and Cranbrook’s “Concours d’Elegance” in Bloomfield Hills, Mich.

Splendid Plates was established in 2006 as a premiere event and catering firm, providing gourmet cuisine, full-service planning and management services and personalized customer service for all corporate, charity and private functions. With Eventful Services, it catered the PGA Tour’s Buick Open in June.

Eventful Services, a full-service sports and entertainment concessions management company, has serviced outdoor and sporting events, festivals, tourist attractions and conventions since 2002. It provides concessions at Freedom Hill Amphitheater in Sterling Heights, Mich. and will also service the Detroit International Jazz Festival on Labor Day weekend.

Splendid Plates and Eventful Services are owned by Big Boy Restaurants International LLC. Visit all three companies online at [www.bigboy.com](http://www.bigboy.com), [www.splendidplates.com](http://www.splendidplates.com) and [www.eventfulservices.com](http://www.eventfulservices.com).

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