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Big Boy Has a Spook-tacular TREAT for Trick or Treaters This Halloween!

(Warren, Mich.) — October 7, 2004 — Looking for a special treat that is safe, yet still fun, for trick or treaters this Halloween? Big Boy Restaurants is again offering its popular **Trick or Treat coupon books**, on sale at all participating Big Boy Restaurants. The books are \$1 and contain 10 coupons. Each coupon is redeemable for your choice of a free kiddie burger or a hot dog or a grilled cheese sandwich — and French fries come with the sandwich chosen.

Priced at \$1 for a book of 10, the Big Boy Trick or Treat coupons are a real value. Some people like giving the entire book to the little ghosts and goblins, while other more frugal folk dole them out one coupon per child. Either way kids love them!

“We printed 600,000 individual coupons this year and, as in years past, we expect to sell out,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “Our Halloween coupon books are a hit with parents looking for a safe, yet fun, alternative to sweet treats, and the kids love bringing them into our restaurants to redeem them,” Michaels added.

Coupons are not redeemable for cash and are not valid with carryouts. The Trick or Treat coupons are redeemable November 1 – December 12, 2004 and are for use by children aged 10 and under accompanied by an adult; one coupon per child per visit.

Headquartered in Warren, Mich., 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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