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**Big Boy Celebrates the Many GREAT THINGS About Michigan
in a New Multi-Media Marketing Campaign**

Warren, Michigan – (July 6, 2007) – Delicious food, great family dining value and product innovation have been hallmarks of **Big Boy Restaurants** for over 70 years. Big Boy intends to be a trailblazer yet *again* as it rolls out a new statewide multi-media marketing campaign on July 6 focusing on all that's great about Michigan despite these challenging times. The campaign entitled “**It’s a Michigan Thing**” includes television, radio, a consumer sweepstakes, in-store materials and an interactive component where consumers can blog about their favorite “Michigan things.”

Big Boy Restaurants International LLC is headquartered in Warren, Michigan. This year Big Boy has opened four new Michigan restaurants in Rochester Hills, South Lyon, Marquette and Caledonia, all displaying the award-winning prototype design. Another Big Boy prototype restaurant will open in Scio Township in late July.

The campaign features an original song and footage showcasing various cities and some of the other wonderful “Michigan things” that make the state a great place to call home. The commercials spotlight the many vacation and year-round outdoor recreation destinations and activities available in Michigan. And great vacations and year-round outdoor recreation go perfectly with Big Boy!

“We’re thrilled to be rolling out this campaign that celebrates all the good things about our state,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “We’re proud to call Michigan home and to carry the torch on behalf of the many Michigan-based companies like Big Boy that have long-standing histories of success right here at home.”

At the invitation of CEO Tony Michaels, Governor Jennifer Granholm visited the Big Boy Warren, Michigan headquarters in April to get a preview of the “It’s a Michigan Thing” campaign and to tour the 185,000 square-foot Big Boy headquarters and commissary. As a result of that meeting and tour, the Governor and the Michigan Economic Development Corporation (MEDC) assisted Big Boy by providing footage of various Michigan scenes used in the “It’s a Michigan Thing” TV commercials.

“We’ve received tremendous positive response in previewing this advertising from Governor Granholm, Michigan business leaders, our franchisees, vendors and even from the media community.

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“And we’re demonstrating our pride in Michigan’s people, resources and talent in that the television commercials were shot in Michigan, using Michigan actors, writers, producers, directors, songwriters, musicians, singers and studios. Everything about the campaign is made in Michigan,” added Michaels.

Brief facts about Big Boy Restaurants International LLC include:

- One hundred and thirty (130) Big Boy restaurants are located in Michigan. The Michigan restaurants generated \$177 million in revenue in 2006.
- Big Boy Restaurants International LLC was purchased by Grosse Pointe Michigan resident Robert G. Liggett, Jr. in December 2000.

Headquartered in Warren, Michigan, Big Boy Restaurants International LLC is the exclusive worldwide franchiser of Big Boy Restaurants in the United States and Japan. Visit us at www.bigboy.com.

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