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For Immediate Release

New Big Boy Prototype Restaurant Coming Soon to Madison Heights

Warren, Mich. — (April 28, 2004) — Big Boy Restaurants International LLC is finalizing plans to build a new 5,000 square foot, franchise-owned, ground-up prototype restaurant in Madison Heights in 2004. The new Big Boy prototype restaurant will be owned by Chuck Darany and will replace his older restaurant located at 31270 John R and 13 Mile Road. Darany cooperated with the city of Madison Heights by selling his current location to help make the new Sam's Club retail development that is planned for the corner of 13 Mile and John R in Madison Heights a reality. In turn, Darany will be building the new Big Boy prototype restaurant in the immediate area. Currently, signs are prominently displayed at the former 13 Mile and John R Big Boy giving people a glimpse of the future Big Boy prototype that will be coming soon to the neighborhood.

“We are excited about the opportunity to work with Chuck Darany and the city of Madison Heights to quickly locate a new site in the immediate area to build a prototype Big Boy restaurant that will give our loyal customers a wonderful *Ohhh Boy!* experience,” said Tony Michaels, CEO of Big Boy Restaurants International LLC.

Once the new location of the Madison Heights Big Boy restaurant is finalized it will be the first new ground-up Big Boy prototype restaurant in the Detroit market. A ground-up Big Boy prototype restaurant opened in Grand Rapids in 2003.

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.

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