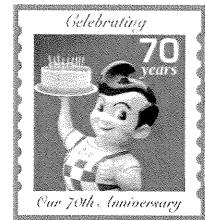




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Announcing the WINNER of the 2006 Big Boy Look-Alike Contest

Warren, MI — (October 3, 2006) — After a nationwide search for the person who most resembles Big Boy, the public has spoken – loudly – and **the winner of the Big Boy Look-Alike contest is ...** (imagine the drum roll), 11-year-old **Ian Appold of Bay City, Michigan**. Appold garnered the most votes online from the Big Boy Web site and from ballots cast in Big Boy restaurants. The next highest vote-getter is Matthew Nelson of Beverly Hills, California. As the grand prize winner, Appold **will receive a 4-foot Big Boy statue and a \$500 Big Boy gift card!** Six runners-up will receive a \$50 Big Boy gift card and Big Boy merchandise. Seven finalists were chosen from entries submitted in the national Big Boy Look-Alike contest. The finalists' photos were displayed on the Big Boy Web site and in Big Boy restaurants. The public voted for the winner from August 14 – September 3.

- **WINNER: Ian Appold (Bay City, MI)**

Next highest, chronologically:

- Matthew Nelson (Beverly Hills, CA)
- Kirt Carson (St. Clair Shores, MI)
- Mark Mazzocco (Cleveland, OH)
- Paul D'Angelo (Sterling Heights, MI)
- Johnnie Upshaw (Detroit, MI)
- Dalton Duncan (Veedersburg, IN)

"Congratulations to Ian and his family and we'd like to thank all of the contestants who participated in our 70th anniversary Big Boy Look-Alike Contest," said Tony Michaels, CEO of Big Boy Restaurants International LLC. "We received entries from all over the country – we even had an entry from Manila. This contest was a fun way for people to show their affection for the character and actually have a chance to dress up as Big Boy and win great prizes," Michaels added.

Ian Appold and his family will come to the Big Boy headquarters, 11 a.m., Wednesday, October 11 to pick up some of his prizes and gifts. Big Boy headquarters is located at One Big Boy Drive in Warren, Michigan (south of 10 Mile, east of Ryan). The 4-foot Big Boy statue will be shipped to Ian, where he has said he'll proudly display it in his room at home.

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.