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**Announcing Two Great Summer Contests from Big Boy Starting June 26 and July 3:
A Chance to Win "The Boy You Love," a Trip to Cancun/Mayan Riviera
and Other Valuable Prizes**

Warren, Mich. — (June 27, 2006) — Rosie O'Donnell's heard it – so has Charlie Sheen's character on the CBS sitcom "Two and a Half Men." Both of them have been told they look like Big Boy! Do *you* or someone you know bear a striking resemblance to the boy with the pompadour? Then put on your best checkered overalls and enter the **Big Boy Look-Alike Contest** for a chance to win great prizes. And the public will have a chance to pick THEIR favorite finalists by voting online or in-store.

It's in celebration of the 70th anniversary of Big Boy Restaurants. The Big Boy Look-Alike contest starts the week of **July 3 and there are TWO ways to enter**. Customers can pick up entry forms at any participating Big Boy restaurant (excluding Frisch's Big Boy restaurants in Ohio, Tennessee, Indiana and Kentucky) and mail it with a photo of themselves dressed in their Big Boy best to:

SMZ Advertising
Big Boy Look-Alike Contest
900 Wilshire Dr., Suite 102
Troy, MI 48084

OR contestants can enter online at www.bigboy.com (by uploading a photo and completing the online entry form). All entries must be **postmarked or submitted online by July 28, 2006**. Submit only one photo per person. Prizes are not transferable or exchangeable. Winners will be notified by phone or by mail.

The grand prize winner will receive a 4-foot Big Boy statue and a \$500 Big Boy gift card. Six runner-ups will receive a \$50 Big Boy gift card and Big Boy merchandise.

"Our customers around the country have had a 70-year love affair with Big Boy," said Tony Michaels, CEO of Big Boy Restaurants International LLC. "We thought this would be a fun way for people to show their affection for the character and have a chance to take him home with them since he's the boy we all love," Michaels added.

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Big Boy Look-Alike Contest & Passport Contest
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The public will also have a chance to cast their votes. Starting the week of August 14, pictures of the top seven Look-Alike finalists will be displayed on posters at all participating Big Boy restaurants. Vote for your favorite using ballots available in the restaurants. OR vote online at www.bigboy.com. **Voting ends September 3.**

If looking like Big Boy isn't enough for you this summer, here's a sizzling contest for the kids. It's the **Big Boy PASSPORT contest, starting the week of June 26**, giving kids the chance to travel in style. Their destinations . . . a FREE meal that can make kids say *Ohhh Boy!* and a chance for their folks to win some fun-in-the-sun prizes too!

Kids 10 and under can pick up a blank Big Boy Passport **at participating Big Boy restaurants in Michigan, Cleveland and Akron, Ohio** (excluding Frisch's Big Boy restaurants in Ohio). Each time they visit Big Boy they get a sticker (one sticker per visit). Once the Big Boy Passport is filled with eight stickers, they turn it in for one of the following: FREE kiddie hot dog, FREE kiddie grilled cheese or a FREE kiddie burger. Each meal includes French fries and a junior sundae.

Each completed Big Boy Passport will also be entered in a drawing to win the **grand prize: a family vacation for four to Cancun/Mayan Riviera via Apple Vacations courtesy of PassagewaysTravel.com.**

Runner-ups will win one of seven Avalanche Bay Indoor Water Park admission certificates for four, one of seven Big Boy gift cards worth \$70 and one of seven Big Boy banks (21 runner-up winners in all).

Children have **until September 17** to redeem their passports for their free meal. Winners of all prizes will be drawn randomly and notified by phone or mail.

Make this summer fun with sweet summer contests at Big Boy. Step outside and step into a Big Boy near you for some great food and awesome prizes that will have the whole family saying *Ohhh Boy!*

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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