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Metro Detroit's FIRST Big Boy Prototype Restaurant Opens in Madison Heights, Michigan with a VIP Extravaganza on May 9

Madison Heights, Mich. – (May 6, 2005) – On **Monday, May 9 at 5 p.m.** Madison Heights Mayor Edward C. Swanson and Chuck Darany, a long-time Big Boy owner, will cut the ribbon on metro Detroit's *first* Big Boy prototype restaurant located at **30460 John R (near 13 Mile Road)**, Madison Heights, Michigan. Following the ribbon cutting will be a private reception for 150 guests. This is the second ground-up Big Boy prototype restaurant to be built in the United States. The first Big Boy prototype restaurant opened in January 2003 at 407 Pearl St. N.W. in Grand Rapids, Michigan.

The Big Boy prototype restaurant in Madison Heights will be smoke-free and will be open seven days a week. The 4,700 square-foot restaurant is owned and operated by franchisee Chuck Darany. Darany previously operated a Big Boy restaurant in Madison Heights from 1970 until April 2004 when he decided to find a new location to build a Big Boy prototype restaurant. "There was never any doubt in my mind that I would build my new Big Boy restaurant in Madison Heights," said Chuck Darany, franchisee. "I have enjoyed close to 35 years of business by local patrons here in Madison Heights and I look forward to continuing to offer our customers a wonderful *Ohhh Boy!* experience."

The new Big Boy prototype restaurant seats 150 and includes all of the company's new design elements including spacious new booths, a state-of-the-art kitchen and salad bar, murals, and an ice cream counter. As customers enter the brightly lit entranceway, they will be struck with the openness of the new design.

"It's a wonderful location in an area we've had great success in serving for years," said Tony Michaels, CEO of Big Boy Restaurants International LLC. "We've included all of the finest elements of our new restaurant prototype concept that are in existence in our Grand Rapids restaurant, and in our newly remodeled Bloomfield Township restaurant," said Michaels.

New Big Boy prototype restaurants are planned for South Lyon, Michigan; Dundee, Michigan and Orlando, Florida. Ground has been broken for a new Big Boy prototype in Las Vegas, Nevada and a second Big Boy groundbreaking in Las Vegas will happen in the very near future. Future Big Boy restaurants are planned for southern California under agreements signed with other new California franchisees.

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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