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NEWS ALERT

New Big Boy Prototype Restaurant Breaks Ground in Madison Heights Monday, October 18, 11:30 a.m. PHOTO OPPORTUNITY

Madison Heights, Mich. — (October 13, 2004) — On **Monday, October 18 at 11:30 a.m.** Big Boy Restaurants International LLC will break ground on its newest prototype restaurant, to be located at **30460 John R (near 13 Mile Road) in Madison Heights**. The new 4,700 square-foot franchise-owned, ground-up Big Boy prototype restaurant will be owned by Chuck Darany and will replace his former Big Boy restaurant previously located at 31270 John R and 13 Mile Road. **Joining Darany for the groundbreaking at 11:30 a.m. on Monday, October 18 will be Tony Michaels, CEO of Big Boy Restaurants International LLC and Madison Heights Mayor Edward C. Swanson.** This newest Big Boy prototype restaurant is the first of its kind in the Detroit area and the chain's second. The first Big Boy prototype restaurant opened in Grand Rapids in 2003.

Darany previously operated a Big Boy restaurant in Madison Heights from 1970 until it closed in April of 2004. "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 our continued success."

"We are excited about breaking ground and working with Chuck Darany and the city of Madison Heights to begin building a new 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.

The new restaurant, scheduled to open in February 2005, will be approximately 4,700 square feet and is designed with the customer in mind. It will seat approximately 150 customers and feature an open feel with a bright, friendly interior. Many large windows will let in the natural light enhancing the dining experience for kids and adults alike.

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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