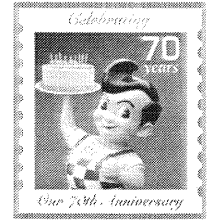




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Big Boy Restaurant Opens in Marquette on December 13!
VIP Event to Be Held December 12.

Warren, Mich. — (December 11, 2006) — Marquette residents will get a tasty treat when a new Big Boy restaurant located at 1950 W. US-41 has its grand opening on **Wednesday, December 13**. The day before the public opening, there will be a private, VIP reception for about 100 local dignitaries at 5 p.m. on December 12 with newly elected Marquette Mayor Tom Tourville cutting the ribbon. This new Big Boy restaurant will operate from 7 a.m. — 11 p.m. Sunday through Thursday, and 7 a.m. —midnight Friday and Saturday.

Big Boy fans in Marquette can now enjoy the classic Big Boy original double-decker hamburger, the famous hot fudge ice cream cake topped with real whipped cream, fresh strawberry pie, breakfast bar, and other timeless favorites.

The 4,966-square-foot Big Boy restaurant will include all the features of the ground-up prototype design. These features include bright red, blue, and yellow décor, seating for 150 in spacious new booths, new bathrooms, murals, an ice cream counter, and quilted stainless steel accents. Customers will feel welcomed by the brightly lit entranceway and the openness of the restaurant's design.

"This year we're celebrating our 70th anniversary as a Michigan-owned and based company, representing the best in a family restaurant experience and we're happy to open our newest prototype restaurant in Marquette," said Tony Michaels, CEO of Big Boy Restaurants International LLC.

The new state-of-the-art Big Boy restaurant in Marquette also offers free wireless Internet access, giving customers the convenience of being able to use their laptops or PDAs, outfitted for wireless, while enjoying a delicious meal at Big Boy. What's more, customers can enjoy the ease of **Curbside Carryout** — with reserved parking for customers who call in carryout orders. "You phone it in, we bring it out, and you're good to go!" 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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