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### **Big Boy Responds to Mascot Monument Concerns in Charleston, West Virginia**

Warren, MI – October 6, 2009 – On Tuesday, October 6, 2009, the Associated Press reported on a case of trademark infringement involving the Big Boy mascot and a monument built to honor the founder of Shoney's restaurant chain, who also served as a Big Boy franchisee in the 1970's.

In response to the story, Big Boy Restaurants International issued the following statement:

“We appreciate the many contributions that Alex Schoenbaum, the founder of Shoney's, made to Big Boy, and under the right circumstances, we would be pleased to be a part of a tribute to him. We also understand and very much appreciate the nostalgia and great feelings that the Big Boy mascot inspires in our guests.

We are, however, concerned that this particular display will cause consumer confusion. Because we use the Big Boy mascot as a sign for our restaurants, we are concerned that our customers, who might see this monument from the highway, will only be disappointed when they arrive at the site and find no Big Boy restaurant. Moreover, the monument displays both the Big Boy and the Shoney's names, and Shoney's hasn't been a part of our brand since the 1970's. Today, Shoney's is an operating company that is a competitor to Big Boy.

Like any company, it is important that we protect our valuable and trademarked brand, which is, in large part, the Big Boy mascot. We are working to resolve this situation now, and we look forward to working with the Schoenbaum family to find a way to both honor Mr. Schoenbaum and respect the Big Boy trademark.”

#### **About Big Boy Restaurants International**

Big Boy Restaurants International, LLC, is the worldwide franchisor of Big Boy Restaurants in the United States. Learn more at [www.bigboy.com](http://www.bigboy.com)