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For Immediate Release

Big Boy Restaurants in Monroe Reward Children Who “Read For Fun”

(Warren, Mich.) — June 9, 2004 — In the effort to promote literacy, Big Boy Restaurants International LLC is feeding children’s appetites and their minds. During the 2003-2004 school year, the two Big Boy restaurants in Monroe participated in its first “Read For Fun Club” contest. The restaurants provided children incentives to read by giving away free food and a chance to win a bike.

Big Boy Restaurants International LLC’s “Read For Fun Club” encourages children to read by rewarding them with prizes. Children aged 10 and under wrote down the title of each book they read on the “Read For Fun Club” card then had a parent or teacher initial it. For every 10 books the children read they received a free Kiddie burger, French fries and junior sundae, compliments of Big Boy Restaurants, when they brought in their completed card to any participating restaurant.

“Big Boy Restaurants continually supports community programs,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “The ‘Read For Fun Club’ is an excellent way to give back to the families in the communities we serve.”

In addition to rewarding the children with free food, the Big Boy restaurants in Monroe entered the children’s completed cards into a bike giveaway. On June 3 the Big Boy restaurants in Monroe awarded bikes to Maria Ranger, 5, and Daries Himes, 7, of Monroe.

“One of Big Boy Restaurants’ overall values is supporting the community and its families,” said George Darany, owner of the Big Boy restaurants in Monroe. “Nothing is more important to families than literacy for children.”

Area children from North Elementary, Sodt Elementary, Lincoln Elementary, Hurd Road Elementary, Rainsinville Elementary, Christiancy Elementary, Custer I and & II Elementary, Hollywood Elementary, Manor Elementary and Waterloo Elementary were among the participants. Children read more than 2,400 books.

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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