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Eventful Services — Concessions Division of Big Boy Restaurants — Is the Exclusive Beverage Concessionaire for Motown Winter Blast February 2-5.

Warren, Mich. (January 25, 2006) — **Eventful Services, the concessions and catering division of Big Boy Restaurants International LLC, will handle all beverage operations for the highly anticipated Motown Winter Blast**, the free-admission outdoor festival in downtown Detroit that will serve as a major entertainment venue for Super Bowl XL. Eventful Services won the contract in the fall of 2005 in an open bid against other major competitors. The contract calls for Eventful Services to provide all alcohol, soft drinks and hot beverages at over 40 Motown Winter Blast locations spread throughout Campus Martius, Greektown and Grand Circus Park February 2-5. Over 400,000 people are expected to attend and participate in the variety of events during the four-day celebration sponsored by the Detroit Super Bowl XL Host Committee.

In addition to serving as the beverage concessionaire, Eventful Services will also manage two Big Boy food concessions which will serve classic signature favorites including the original Big Boy double-decker hamburger, Slim Jim, chili and French fries. The Big Boy food stations will be located by the main stage area on Woodward adjacent to Compuware and by the giant snow slide located on Monroe.

Motown Winter Blast's hours are Thursday, February 2, 4 p.m. – midnight; Friday, February 3, 11 a.m. – 1 a.m.; Saturday, February 4, 11 a.m. – 1 a.m.; and Sunday, February 5, 10 a.m. – closing.

“We are extremely proud to work with the Detroit Super Bowl XL Host Committee as the beverage concessionaire and be part of all the spectacular fun that makes up the biggest sporting event of them all, the Super Bowl,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “This is a great opportunity for media and guests from around the country and the world to experience the truly first class hospitality, resources and spirit of Detroit.”

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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