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**The NEXT Phase of Big Boy Brand Marketing Debuts with a NEW Advertising Campaign Featuring:  
“The Boy I Love.”**

Warren, Michigan (March 7, 2006) — Big Boy Restaurants International LLC began a new broadcast advertising campaign on March 1 with radio and TV spots proclaiming the company’s beloved icon is “The Boy I Love.” The new “Boy I Love” broadcast ad campaign is musically centered on a remake of the 1962 song by The Chrystals, “He’s Sure the Boy I Love.” Set to video of the pompadour-sporting, checkered overall-wearing mascot in various “slice of life” scenes wrapped around a core of the chain’s current seafood promotion, it includes the lyrics “He doesn’t look like a movie star, he doesn’t drive a fancy car, he’s sure not the boy I’ve been dreaming of, but he’s sure the boy I Love, Ohhh ohhh boy, he’s sure the boy I love.” This new campaign also includes a :60 radio seafood radio spot along with a :30 brand image spot.

“Big Boy now has a bigger story to tell,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “The Big Boy brand renaissance is in full swing. This new work, an evolution of our original ‘Ohhh Boy!’ campaign, captures and communicates the spirit of the brand, our food and what customers will experience in our new prototype and remodeled restaurants.

“ ‘Ohhh Boy!’ continues to be our overall branding theme. ‘The Boy I Love’ campaign tells customers of all ages that Big Boy is deliciously fun and irresistibly original in a unique way that will have them saying ‘Ohhh Boy!’ ”

The new TV and radio commercials also launched the return of the company’s popular annual Seafood Feast which runs through Good Friday, April 14. This year’s Seafood Feast includes **five new seafood dinners:**

- **Shrimp Pasta Florentine Alfredo** — Penne pasta with spinach, sliced mushrooms and our unique garlic herb seasoning, sautéed in olive oil. It’s topped with roasted garlic grilled shrimp and a creamy alfredo sauce sprinkled with Parmesan cheese and parsley. Served with salad or cole slaw and a grilled Grecian roll.
- **Cod and Shrimp Combo** — Cod fillet and tender shrimp, cooked to perfection with our new lemon pepper seasoning. Served with penne pasta, garden vegetables, cole slaw or tossed salad and Texas toast.

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- **All-You-Can-Eat Buffalo Breaded Shrimp Dinner** or our Classic Breaded Shrimp Dinner — Shrimp lightly breaded, fried to perfection, each serving made to order so it arrives fresh and hot. Includes the famous Soup, Salad & Fruit Bar, choice of potato or rice and Texas toast.
- **Seafood Trio Dinner** — Perfectly seasoned crab cakes, tender clam strips and the choice of buffalo or classic breaded shrimp. Served with choice of potato or rice, salad or cole slaw and Texas toast.
- **Four-Piece Crab Cakes Dinner** — Four delicious crab cakes made with a medley of crabmeat, cod and lobster, perfectly seasoned with savory spices, breaded and deep-fried to perfection. Served with choice of potato or rice, salad or cole slaw and Texas toast.

For the seafood lover who appreciates variety and quality, back by popular demand is the **All-You-Can-Eat Friday Night Seafood Bar** with crab cakes, clam strips, classic breaded shrimp and cod along with lots of our customers' favorite sides like rice pilaf, garlic mashed potatoes, garden vegetables, hush puppies, corn bread and much more. And what's a Big Boy Seafood Feast without our popular Classic Fish 'n' Chips dinner and Clam dinner.

2006 marks the 70<sup>th</sup> anniversary of the Big Boy Restaurants chain and the year has already been marked with much growth and franchise activity.

On March 29, a ground-up 5,000 square-foot Big Boy restaurant will open in Altamonte Springs, Florida. Plans call for future Big Boy restaurants to open in selected Central Florida counties later this year.

In addition to the Florida expansion plans for the chain, there has been an explosion of growth on the West Coast, with three Big Boy restaurants opening in California in the past two and a half months. Other store openings are planned for Arizona and Nevada.

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](http://www.bigboy.com).

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