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Big Boy's New Menu Items: "The Bold and the Bigger(mouth)ful"

WARREN, Mich. (July 9, 2008) – Big Boy is ready to jazz up the longest, hottest days of summer with exciting new menu items – and the return of an annual favorite. **Starting July 21**, diners can enjoy the bold new **Breakfast Quesadilla** or **Santa Fe Omelette**, enjoy the return of **Super Slim Jim** for lunch or dinner and top it all off with new luscious **mango ice cream** desserts. All are available at participating Big Boy restaurants in Michigan, Ohio (excluding Frisch's Big Boy) and Florida.

The zesty Breakfast Quesadilla is a new twist on the classic Mexican favorite. Its grilled flour tortilla comes loaded with scrambled eggs, red pepper, red onions, melted mild pepper jack and cheddar cheeses and a choice of bacon or sausage. Cool sour cream and Garden Fresh Gourmet Black Bean & Corn Salsa bring a little extra kick.

The new Santa Fe Omelette is stuffed with mushrooms, red pepper, red onion and mild pepper jack cheese and served with hash browns and choice of toast, biscuit or hot cakes. A dollop of refreshing sour cream and spoon of tangy Garden Fresh Gourmet Black Bean & Corn Salsa give the omelette a summer flavor.

The Super Slim Jim is back for a return engagement, with more lean ham, more Swiss cheese, more lettuce, more tomato and, of course, more special sauce, all piled atop a Grecian roll. The original Slim Jim is also still available. Either size is well paired with an order of Big Boy's famous onion rings and a shake.

Or, onion rings and a *mango* shake, made with fresh, new Big Boy Brand Premium Hand-Dipped Mango Ice Cream. Diners can also try the cool, fresh mango flavor in the decadent Tropical Banana Split, or treat their summertime sweet tooth to a MangoBerry Sundae or classic malt.

"Our latest menu promotions have something new to offer every appetite for breakfast, lunch or dessert," said Tony Michaels, CEO of Big Boy Restaurants International LLC.

"Fresh, flavorful, Mexican and tropical are the themes. And because Big Boy is a proud Michigan-based company, we're especially pleased to offer another fine Michigan product — Garden Fresh Gourmet Black Bean & Corn Salsa, made locally in Ferndale, Michigan," Michaels added.

Headquartered in Warren, Michigan, Big Boy Restaurants International LLC is the exclusive worldwide franchisor of more than 455 Big Boy Restaurants in the United States and Japan. Visit us at www.bigboy.com.

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