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“Score a Touchdown” with Diet Pepsi and Big Boy and Win a Trip to the Super Bowl!

Warren, Mich. — (November 17, 2005) — Diet Pepsi, the official soft drink of the NFL, is giving customers a chance to win a trip to Super Bowl XL at Detroit’s Ford Field on February 5, 2006 in the “Score a Touchdown” sweepstakes at Big Boy Restaurants. Just come in to any Big Boy restaurant in Michigan, Cleveland or Akron, Ohio or to any Bob’s Big Boy restaurant in southern California from **November 14 – December 16**, fill out an entry form and take a chance at winning the Grand Prize of a trip for two to the Super Bowl, courtesy of Diet Pepsi. The Grand Prize includes:

- Two tickets to Super Bowl XL
- Round-trip coach air transportation for two (if the winner lives within 100 miles of Detroit, ground transportation may be substituted in lieu of air transportation)
- Four nights in a hotel
- Two invitations to the Diet Pepsi Super Bowl Party
- Two tickets to the NFL Experience at Cobo Center
- Ground transportation to and from the airport
- \$250 in spending money and two gift bags

Estimated retail value of the Grand Prize package is \$10,500 depending on the winner’s point of travel origin. No purchase is necessary. Enter as often as desired, but each entry must be mailed separately in a hand-addressed, stamped envelope. A drawing to select the winner will be conducted on or about December 26, 2005. Pick up an entry blank at participating Big Boy restaurants in Michigan, Ohio and southern California. **Entry blanks must be postmarked by December 17 and mailed to:**

“Score a Touchdown” Sweepstakes
P.O. Box 8505
Prospect Heights, IL 60070

“We’re thrilled to be able to partner with Diet Pepsi and America’s greatest sporting event, the Super Bowl, to give our customers a chance to win a once-in-a-life time experience,” said Tony Michaels, CEO of Big Boy Restaurants International LLC.

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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