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For Immediate Release  
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***New Specialty Carried Away Cuisine Concept Coming to Rochester***

December 6, 2006 —Warren, MI — A merger between Eventful Services Catering, a division of Big Boy Restaurants International LLC, and Cucina of Birmingham has formed a new catering and carried away cuisine concept that will be known as **Splendid Plates Carried Away Cuisine and Catering**. This new venture will be under the leadership of Chef Giovanni “Jack” Leone, winner of numerous culinary awards, and Eventful Services Director of Operations Stewart Davidson.

Splendid Plates Carried Away Cuisine and Catering will be opening its first retail concept on **Friday, December 8** in the **Village of Rochester Hills, located at 188 N. Adams Road and Walton Blvd.**

Customers can walk in and order a variety of delicious chef-prepared, made-to-order, gourmet carried away lunches and dinners that will be ready in minutes. There will also be a great selection of pre-made salads, homemade soups, entrees and desserts available for immediate purchase. A special feature will be the “Splendid Plates Ambassador,” who will greet customers at the door, explain the different menu offerings, answer questions and provide assistance with any special requests or needs, such as placing orders for hosting small dinner parties. Customers will also have the option to view menus online and then fax (248-375-8968) or phone in (248-375-8966) their selections ahead of time so the order is ready to be picked up when it is most convenient for them.

“This is a new venture and investment that is separate from Big Boy Restaurants,” said Tony Michaels, CEO of Big Boy Restaurants International LLC.

“We are thrilled to have the culinary expertise of Jack Leone who has been renowned and respected in the hospitality industry for over 30 years. People live such busy lives now. Splendid Plates offers convenience and answers the question ‘What do we want for dinner tonight?’ by providing tremendous food and personalized service. Think of it as your own gourmet kitchen, where you have great choices but don’t have to cook and clean up,” added Michaels.

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Splendid Plates Carried Away Cuisine and Catering also has a gourmet, upscale catering division that operates out of Troy, Michigan, (248) 643-6000. The catering division will make any catered event unforgettable whether it's an elegant dinner party for 12 or a corporate event for 2,000. For each catered event, a Splendid Plates event planner from the Troy office is available to personalize every detail including the menu.

The Splendid Plates management team has experience in catering for such clients as the Rolling Stones, the Eagles, former President Gerald Ford, Ralph Lauren, former Vice President Al Gore, Placido Domingo, ESPN Sports, Ford Motor Company, DaimlerChrysler, People Magazine and Concours de Elegance Cranbrook.

For more information call (248) 643-6000 or visit the Web site at [www.splendidplates.com](http://www.splendidplates.com).

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Retail locations:

The Village of Rochester Hills • 188 N. Adams Rd. • Rochester Hills, MI 48309 • (248) 375-8966  
Michigan Design Center • 1700 Stutz, Suite 25 • Troy, MI 48084 • (248) 649-1540