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For Immediate Release

Big Boy Adds Premium Cinnamon French Toast Items to Menu, for Limited Time Only

Warren, Mich. — (August 22, 2007) — Big Boy has added three *sweet* selections to its menu along with the delicious return of the Super Slim Jim. From August 27 to October 14, Big Boy is offering three **new**, hot off the griddle, **Stacked Cinnamon French Toast** items and the delicious return of the Super Slim Jim.

The new **Big Boy Stacked Cinnamon French Toast** selections offer a unique and delicious twist on the ho hum breakfast treat you get at home. These three **new** items include:

- **Bananas Foster** — Two thick slices of gourmet cinnamon bread, hand-dipped and grilled to perfection, with smooth vanilla cream filling in between. Then covered with sliced bananas and caramel sauce, and sprinkled with pecans.
- **Apple Delight** — Two thick slices of gourmet cinnamon bread, hand-dipped and grilled to perfection, with smooth vanilla cream filling in between. Then covered with warm Big Boy apple topping.
- **Strawberry Sensation** — Two thick slices of gourmet cinnamon bread, hand-dipped and grilled to perfection, with smooth vanilla cream filling in between. Then covered with our always fresh Big Boy strawberry topping.

Also, for every fan of the Big Boy Classic Slim Jim, the Super Slim Jim offers this euphoric upgrade:

- **Super Slim Jim** — *The Super Slim Jim is back by popular demand!* Enjoy even more of that one-of-a-kind taste: more lean ham, more Swiss cheese, more lettuce, more tomato and more special sauce on a super Grecian roll.

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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