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Summer Heralds Arrival of Three New Ice Cream Sundaes at Big Boy Restaurants

Warren, Mich. — (July 6, 2005) — Beating the heat has just gotten a little easier. Starting July 11, Big Boy Restaurants will offer three brand new sundae desserts made with Big Boy Brand Premium Hand-Dipped Ice Cream™ and a variety of delicious toppings.

The new dessert choices are:

- **Big Boy Chocolate Chip Cookie Sundae** — two scoops of Big Boy Brand Premium Hand-Dipped Ice Cream layered with rich chocolate chip cookie crumbs, topped with hot fudge, real whipped cream and a cherry, and garnished with half a chocolate chip cookie.
- **Big Boy Caramel Apple Streusel Sundae** — toasted streusel layered with two scoops of Big Boy Brand Premium Hand-Dipped Ice Cream, topped with creamy caramel and warm apple topping, and then finished off with real whipped cream and a cherry.
- **Big Boy Cherry Streusel Sundae** — rich cherry topping and toasted streusel layered with two scoops of Big Boy Brand Premium Hand-Dipped Ice Cream, finished off with more cherry topping, real whipped cream and a cherry.

“Our shakes, malts and Big Boy Brand Premium Ice Cream are big hits year-round but especially at this time of year,” said Big Boy Restaurants CEO Tony Michaels. “In fact, we serve over 190,000 gallons of ice cream every year! Our new summer sundaes will give customers yet more ways to enjoy that same hand-dipped ice cream they have always loved.”

Every ounce of Big Boy Brand Premium Hand-Dipped Ice Cream begins at Big Boy’s own ice cream plant within its Warren, Michigan commissary, which contains enough storage space for 2,000 gallons of ice cream mix, as well as a freezer capable of freezing 450 gallons of ice cream an hour. The facility also includes an ice cream hardening room that can reach temperatures of 30 degrees Fahrenheit below zero.

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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