



4199 MARCY
WARREN, MI 48091-1799
(586) 759-6000

Contact: PR Partners
Jaelyn Lupo
(248) 269-4364, jlupo@smz.com

For Immediate Release

Big Boy Restaurants International LLC Unveils the NEW! Super Slim Jim and Four New Salads with a Tasty Twist

(Warren, Mich.) — August 5, 2004 — **Big Boy Restaurants International LLC** is launching enhanced and innovative menu items with the introduction of the *NEW! Super Slim Jim* sandwich and *four new salads with a tasty twist*. Beginning August 16, customers can enjoy the new menu items at any Big Boy restaurant in Michigan, Ohio and California. The rollout of these original menu items is part of Big Boy Restaurants' comprehensive *Obbb Boy!* branding campaign and continued commitment to excellence.

The *NEW! Super Slim Jim* features more lean ham, Swiss cheese, tomato, lettuce and Big Boy's special sauce in a super Grecian roll for patrons with a hearty appetite and a love for this Big Boy classic item. The original classic Slim Jim sandwich is also still available.

In addition to the *NEW! Super Slim Jim*, Big Boy Restaurants continues to expand its offerings of super salads to tantalize contemporary taste buds by introducing four unique salad combinations featuring Big Boy special-recipe original dressings.

- **Lo-Carb Three Cheese Grilled Chicken Salad** – A grilled chicken breast seasoned with a hint of garlic and pepper on a spring salad mix, topped with tomato, red onions, cucumbers, Swiss and cheddar cheese, then sprinkled with Parmesan cheese, served with Big Boy famous bleu cheese dressing on the side. Only 10 net carbs.
- **Grilled Chicken Chipotle Salad** – Tender, seasoned grilled chicken breast topped with chipotle mayonnaise on a spring salad mix, with tomato slices, diced red pepper, shredded cheddar cheese and three crispy onion rings served with extra chipotle mayonnaise on the side.
- **New Orleans Style Blackened Chicken Salad** – Delicious, sautéed chicken breast blackened with a unique blend of herbs and spices on a spring salad mix with raspberry vinaigrette-dipped cantaloupe, honeydew and red onions, then completely sprinkled with diced red pepper, served with raspberry vinaigrette on the side.
- **Grilled Ham Steak Salad with Grilled Melons and Pineapple** – Grilled ham steak on a spring salad mix with red onions, Swiss cheese and grilled slices of cantaloupe, honeydew and pineapple, served with raspberry vinaigrette on the side.

“We love to introduce modernized tastes while still providing our great classics,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “The revamping of menu items contributes to our commitment to excellence and meeting customer needs.”

For more information about these five new-fashioned classics, log on to the website www.bigboy.com.

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.

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