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IMMEDIATE RELEASE

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Big Boy Restaurant in East Tawas Remains OPEN During Exciting Remodeling By New Franchisee

East Tawas, Mich. – (June 7, 2005) – The Tawas Bay Big Boy Restaurant and Lake Huron Shores Banquet Center located at **1222 North US-23 in East Tawas, MI** are getting a complete renovation, which includes new owners, a new look, and new banquet facilities adjacent to the restaurant. What's more, while the newly renamed 9,900-square-foot ***Tawas Bay Big Boy Restaurant and Lake Huron Shores Banquet Center*** both get a facelift, the Big Boy restaurant will remain open so customers won't miss one world-famous Big Boy double-decker hamburger, Slim Jim, or hand-breaded onion ring while the remodeling is underway. The ***Tawas Bay Big Boy Restaurant and Lake Huron Shores Banquet Center*** are owned by Tawas Bay Hospitality Co., LLC and are leased and operated by Rustydog, Inc., which is owned by Patrick B. Ruster. The 4,800-square-foot Lake Huron Shores Banquet Center has been renovated and will open on Monday, June 6th.

The Tawas Bay Big Boy Restaurant remodeling incorporates the design elements of the Big Boy prototype restaurant. It will have 45 employees, seat approximately 140 customers, and feature an open feel in a bright, friendly, and smoke-free environment. Many large windows will let in the natural light, enhancing the dining experience. The renovations will include new booths, salad bar, murals, and an ice cream counter. A limited selection of beer and wine will now also be available at the restaurant. After the renovations, the restaurant will be open Sunday-Thursday from 7 a.m. to 11 p.m.; Friday and Saturday 7 a.m. to midnight.

On **Saturday, June 18** there will be several fun events for the public in celebration of the remodeling of both facilities. That Saturday morning, the Tawas Bay Big Boy Restaurant will feature a pancake breakfast for customers, then later that afternoon there will be an ice cream social. Restaurant patrons will be able to have their picture taken with the Big Boy character, and there will be lots of gifts, prizes and chances to win free merchandise throughout the day.

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Tawas Bay Big Boy Restaurant & Banquet Center
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Saturday evening the Lake Huron Shores Banquet Center will host a VIP reception and cocktail party for invited guests. The Lake Huron Shores Banquet Center **will offer free wireless Internet access**, giving customers the convenience of being able to use their laptops or PDAs, outfitted for wireless, during meetings or events. The Lake Huron Shores Banquet Center will have a service bar, seat approximately 200 customers in a smoke-free environment, and have a state-of-the-art sound system.

Patrick B. Ruster, the new franchisee of the Tawas Bay Big Boy Restaurant, has worked in the hospitality industry for over 36 years. He currently is the president of Country Management Inc., Saddler Creek Hotel Corporation, Rustydog Inc., and manager of Tawas Bay Hospitality Co., LLC.

On April 1, 2005 Ruster and his local partners became the official owners of the Tawas Bay Big Boy Restaurant and Lake Huron Shores Banquet Center in Iosco County. Ruster said, "The Tawas Bay area deserves a state-of-the-art Big Boy Restaurant to serve our community."

"We are excited about having Patrick as a franchisee and his understanding of the history and tradition of excellence carried by the Big Boy brand. Patrick and his partners are very enthusiastic about the renovations of the Big Boy Restaurant," 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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