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The Big Boy Is California Dreamin' ... Again!

WARREN, Mich. (July 23, 2008) – Temecula, California residents shouldn't worry if they see Big Boy soaring overhead in one of the city's famous hot air balloons. After the new **Bob's Big Boy opens at 27313 Jefferson Ave. on July 24**, he might just be surveying his latest Southern California home!

The Jefferson Avenue location, owned by Matt Pike, will be the first in Temecula.

"Bob's Big Boy is a California institution," said Tony Michaels, CEO of Big Boy Restaurants International LLC. "We're excited Riverside County will get to experience the great taste and good fun their neighbors in Los Angeles and Orange Counties have enjoyed for decades, and we're committed to making Bob's part of the fabric of Southern California family life as we continue our West Coast expansion."

"I'm thrilled to be opening a Bob's Big Boy restaurant in Temecula," said Matt Pike, owner. "It's a wonderful opportunity and exciting addition to my Barstow and Baker locations. I know my customers are going to be equally excited about having a Bob's Big Boy in our community and I look forward to providing the best food, service and value that Bob's customers have always loved."

The Temecula Big Boy is a completely remodeled location. Its design scheme features new booths, lighting, and graphics and more tastily, a new milk shake counter. The 3,800 square-foot space can seat 130 diners and will be open from 7 AM to 10 PM daily.

"The Big Boy legend was born in California with Bob's," said Michaels. "We're sure the people of Temecula will welcome us with the same excitement and enthusiasm we've received from Californians over the years."

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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