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For Immediate Release

“Big Boy Makes You Say *Ohhh Boy!*” to Its Re-designed Web Site

Warren, Mich. — (July 13, 2004) — As an extension of its new branding campaign, “Big Boy Makes You Say *Ohhh Boy!*,” and national franchise recruitment initiative, **Big Boy Restaurants International LLC** has launched a completely revamped and interactive Web site, www.bigboy.com, to make its Web visitors say *Ohhh Boy!* The restructured Web site is even more user-friendly, features expanded interactive components, includes additional Web pages and has a vibrant new look.

New to the Web site are drop-down menus, a press room that will announce all the latest Big Boy news and 13 detailed information pages promoting franchise opportunities, including an interactive virtual tour of the prototype Big Boy restaurant, as part of Big Boy Restaurants’ effort to recruit new franchisees. The homepage features flash images announcing either Big Boy Restaurants’ recent promotional items or generic messages about classic Big Boy favorites. Also new to the site are enhanced branding images, graphics and more photos of menu items and images of the lovable Big Boy restaurant icon. The site still contains familiar sections, all updated with the new bright look, such as Big Boy Restaurants’ full menu, history and locations. The reorganized menu pages highlight each menu item, many with larger color photos.

The enhanced elements include its “Kids Corner,” a page with interactive children’s games enjoyed by both children and adults, a local store events page where users can discover upcoming events at their favorite Big Boy restaurant and new interactive branding images featured along the side of the homepage. These images can be updated with promotions, contests and surveys. In addition, visitors to the site can click on links to order Big Boy gift cards and check out Eventful Services, Big Boy Restaurants’ catering division.

“When Big Boy Restaurants introduced its new branding image, we knew it would create many positive changes,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “Our revamped Web site is another way Big Boy Restaurants is integrating the re-branding strategy into every facet of the company.”

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Big Boy Restaurants' new Web site
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Since the start of the new branding campaign and the beginning of the franchise recruitment campaign, Big Boy Restaurants International LLC, one of the largest regionally-based family restaurant chains in the U.S., has seen tremendous interest in its brand. The company has received hundreds of inquiries from potential franchisees. Additionally, Big Boy has opened a completely re-designed prototype restaurant in Grand Rapids, Michigan that sets the design standard for all future Big Boy restaurants.

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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