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For Immediate Release

Big Boy Restaurants International LLC Introduces Limited Edition Big Boy Mini Bobble-Heads and Four New Summer Salads

(Warren, Mich.) — June 28, 2004 — For the first time in its 68-year history, **Big Boy Restaurants International LLC** is giving away miniature versions of the loveable, chubby restaurant icon. **Beginning June 28**, patrons purchasing a classic Big Boy combo — an original double-decker sandwich, fries and coleslaw or salad — will receive a free collector's item, a NEW limited edition **Big Boy mini bobble-head**.

“Big Boy is one of the most recognized and loved icons in the restaurant industry,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “The limited edition Big Boy mini bobble-heads and new summer salads are two ways we'll make our customers say *Ohhh Boy!* this summer.”

Big Boy mini bobble-heads can be purchased separately for \$2.99 and are available while supplies last. Log on to www.bigboy.com for more information on this limited time promotion.

At the same time, Big Boy Restaurants is having a *Summer Salad Spectacular* with four NEW salads, including **low-carb** and **health smart** options. The new line of summer salads features fresh and unique toppings sure to make you say *Ohhh Boy!*

- **Low-Carb Cheddarburger Salad** – ½-pound cheddar-topped grilled burger on fresh Romaine lettuce with red onion, crisp cucumber slices and tomato, served with chipotle mayonnaise on the side (10 net carbs).
- **Health Smart Tropical Chicken Salad** – Seasoned grilled chicken breast on fresh spinach and a bed of Romaine lettuce, topped with pineapple, mandarin oranges, red onion, red grapes and pecans, served with a dinner roll and fat free raspberry vinaigrette dressing on the side.
- **Buffalo Chicken Tenders Salad** – Spicy Big Boy Buffalo chicken tenders on fresh Romaine lettuce with red onion, tomatoes and crisp cucumber slices, served with a dinner roll and Big Boy famous bleu cheese dressing on the side.
- **Chipotle Krab Salad** – Chipotle-flavored Krab Salad on fresh spinach and a bed of green leaf lettuce with red onion, tomatoes and red pepper rings, served with a dinner roll and Big Boy Tomato & Spice dressing on the side.

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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