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Boston Market Campaigns for Mother's Month TheMomsParty.com Adds a Mom's Touch to Election Fever

Company offers moms a sweet treat throughout the whole month of May

GOLDEN, Colo. (May 1, 2008) — You may be on the fence with the November presidential elections, but this May, one party is the clear choice: The Moms Party. Boston Market announced today that the company is putting its weight behind The Moms Party – a party with universal appeal. The Moms Party platform is to make Mother's Day a month-long celebration and to designate May as 'Mother's Month.'

As part of this campaign, The Moms Party is encouraging individuals to join the party and sign the petition for Mother's Month by visiting www.TheMomsParty.com. By joining, members receive a benefit that's sure to please mom: a coupon for free dessert with purchase of a meal that is valid the entire month of May.

While visiting the site, supporters can also create customized campaign posters for their mom, include a note about why their mom deserves an entire month of recognition, and email links to friends and family.

"Boston Market has always strived to be a resource for busy moms," said Judy Cantrell, Boston Market chief brand officer. "Given all that mothers do for their families, they deserve to be recognized for more than just one day a year, which is why Boston Market is giving anyone who joins the Moms Party online coupons for free deserts to treat their mom all month long."

This offer arrives in time for moms and families to try the newest dessert from Boston Market, the Cherry Cobbler – a combination of Michigan tart cherries, sweet fruit filling and a crunchy streusel topping of cinnamon, oats, and brown sugar.

Mother's Day is the second most popular holiday for gift giving. The Moms Party site also offers tips on gifts for mom and how to make her feel special all month long.

"We encourage everyone, no matter what age, to show their mom how much they care this May by becoming an official member of The Moms Party," said Cantrell. "Make a difference this year and pledge to fight for greater recognition of moms."

To pledge your support and receive your free dessert coupon, please visit www.TheMomsParty.com.

About Boston Market

Boston Market Corporation, based in Golden, Colo., is a leader in the convenient, chef-inspired meals available in restaurants and in leading supermarket chains. For more information, visit the company's Web site at www.bostonmarket.com.

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