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Boston Market® Brings More Choices and Better Meals for \$5

Company introduces \$5 menu with classic rotisserie favorites

GOLDEN, Colo. (August 19, 2008)— Boston Market is bringing something exciting to the \$5 menu trend: Better food. Beginning this week, nearly 575 Boston Market restaurants in the United States are offering 11 meals for \$5, including Boston Market's signature favorites such as the ¼ Rotisserie Chicken with a gourmet side and cornbread, Rotisserie Chicken Carver, ½ Rotisserie Chicken Carver sandwich with a regular side and drink, Classic Chicken Salad, and Rotisserie Chicken Pot Pie.

“The \$5 price point is an important part of the new vernacular in the restaurant industry,” said Judy Cantrell, Boston Market chief brand officer. “It’s become a price point that consumers respond to, and we see an opportunity to increase the quality of choices with our slow-roasted rotisserie chicken meals.”

This new pricing is part of Boston Market's strategy to remain focused on promoting its core item - rotisserie chicken – while giving customers an exceptional value they can depend on every day.

Boston Market is promoting the new \$5 menu with a new, 15-second TV commercial and through an online campaign.

Boston Market pioneered the rotisserie chicken restaurant category in 1985 and has continued to refine this healthier style of cooking. Boston Market starts with the highest quality chicken, which is never frozen, and then seals in the juices with its slow-roasted rotisserie process.

“We’re placing greater emphasis on communicating how our rotisserie chicken meals are truly a cut above other chicken options,” said Cantrell. “Because we are cooking throughout the day and hand-carving to order, we believe we have a significant product quality advantage.”

The new 11-item \$5 menu is available at lunch and dinner and features a variety of Boston Market favorites, including 1/4 Rotisserie Dark Chicken with 1 regular side, Rotisserie Chicken Potpie, Whole Rotisserie Chicken Carver, 1/2 Rotisserie Chicken Carver with 1 regular side and drink, Whole Smokehouse BBQ Chicken Sandwich, 1/2 Smokehouse BBQ Chicken Sandwich with 1 regular side and drink, Classic Chicken Salad Sandwich, 1/2 Chicken Salad Sandwich with 1 regular side and drink, Classic Chicken Salad, Soup & Side Salad, and the Three Side Item Sampler.

About Boston Market

Boston Market Corporation, based in Golden, Colo., is a leader in 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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