



FOR IMMEDIATE RELEASE

Boston Market Launches Special Support For Active Duty Military and Veterans
Veterans Advantage members to receive 20 percent discount at all Boston Market® locations

GOLDEN, Colo. (May 21, 2009) To thank and honor those who served our country and their families Boston Market announces a partnership with Veterans Advantage. Through this partnership, members of Veterans Advantage will receive a 20 percent discount at any Boston Market restaurant nationwide when they show their membership card.

“Boston Market is proud to give back to those who bravely serve our country,” said Rick Arras, President and CEO of Boston Market and a U.S. Army veteran. “Veterans Advantage serves thousands of families each year, and we’re excited to offer discounts on our wholesome meals as a member benefit.”

The discount will be administered through Veterans Advantage, a nationwide benefit provider for U.S. Active Duty military, Veterans, National Guard, Reserve and their families. Founded in 2000, Veterans Advantage has members in all 50 states, as well as members in other countries stationed at military bases.

“Veterans Advantage is deeply committed to providing unique offers for our bravest Americans,” said H. Scott Higgins, president and founder of Veterans Advantage, and a Vietnam War Veteran. “These special offers, like the one from Boston Market, are even more important during these difficult economic times.”

Boston Market serves wholesome affordable meal options in 530 locations in 28 states.

About Veterans Advantage

Veterans Advantage is a leading nationwide card membership program delivering new recognition and rewards for U.S. Military Veterans, Active Duty Military, Retired Military, Active and Retired National Guard & Reservists, and their family members. The card membership program provides respect, recognition and rewards through special offers and money-saving benefits as a thank you for service to the country. All who qualify are encouraged to try a 30-day trial at www.veteransadvantage.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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