



F. LANE CARDWELL, JR. NAMED NEW CEO OF BOSTON MARKET

Chain Attracts Expert in Concept Development

Brings Steep Experience in Positioning Fast-Casual Restaurant Chains to Boston Market

GOLDEN, CO – May 29, 2009 Boston Market Corporation, a market leading fast-casual restaurant chain with 530 locations in 28 states, today announced that F. Lane Cardwell, Jr. has been appointed the Company's new Chief Executive Officer, effective today. Cardwell is a restaurant industry veteran, with more than 30 years of executive, marketing and strategic development experience.

Simultaneously, the Company announced that Rick Arras, at the helm of the Company since 2007, has resigned to pursue other interests.

Cardwell brings to Boston Market rich experience in concept development and a solid track record in rolling out focused marketing initiatives enhancing companies' competitive market positioning. Considered the industry's preeminent expert on home meal replacement, his vision and thought leadership in taking Boston Market's restaurant concept to the next level – and effectively leveraging strategic alliances – will help his goal of growing the business across all key segments.

Over the past 30 years, Cardwell has made a lasting impact on growing restaurant businesses by providing leadership and vision. Between 1978 and 1999, Cardwell was instrumental in positioning the restaurant chains and respective brands of Brinker International and S&A Restaurant Corp. in the marketplace. His roles with Brinker International included Chief Administrative Officer and then CEO of Eatzi's Market and Bakery. His industry background also includes growing restaurant chains organically and through strategic acquisitions. Cardwell has served on corporate boards such as P.F. Chang's China Bistro, Famous Dave's Of America, Taco Bueno, Fishbowl Marketing, and Order Corner.

"I am enthusiastic about joining Boston Market and believe the Company has strong potential to expand its market position in the fast-casual category by offering our customers an even better experience," said Cardwell. "I look forward to working closely with Boston Market's management and associates to achieve this goal."

"We are pleased to have Lane join the Company and welcome him to the team," said Chris Metz, a Managing Director at Sun Capital Partners, which owns Boston Market. "Lane is a highly accomplished professional with an impressive track record of moving the needle forward for growing restaurant businesses. His consummate experience and knowledge of the industry will be of great benefit to Boston Market, which has made good progress under Rick Arras's leadership and since its acquisition by Sun Capital in August of 2007."

About Boston Market Corporation

Boston Market Corporation, based in Golden, Colo., is a leader in the fast-casual restaurant category. Boston Market serves convenient, wholesome meals in 530 restaurants located in 28 states. The company also partners with leading supermarket chains and club stores to offer Boston Market-branded ready-to-heat meals in the deli departments. Boston Market is a wholly owned subsidiary of Sun Capital Partners. For more information, visit the company's Web site at www.bostonmarket.com.

About Sun Capital Partners

Sun Capital Partners, Inc. is a leading private investment firm focused on leveraged buyouts, equity, debt, and other investments in market-leading companies that can benefit from its in-house operating professionals and experience. Sun Capital affiliates have invested in and managed more than 200 companies worldwide with combined sales in excess of \$40.0 billion since Sun Capital's inception in 1995. Sun Capital has offices in Boca Raton, Los Angeles, and New York, as well as affiliates with offices in London, Paris, Frankfurt, and Shenzhen, China. www.SunCapPart.com

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