



Media Contact:
Sabrina Crider, 314.982.1772, sabrina.crider@fleishman.com

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“TWO KIDS EAT FREE” PROGRAM EXTENDED AT BOSTON MARKET

The “Kids Eat Free” wars continue as Boston Market extends their “Two Kids Eat Free” per one adult purchase offer on weekends through January 2010

GOLDEN, Colo. (October 29, 2009) — Boston Market today announced that its widely popular “Two Kids Eat Free” dining program will be extended past October 31, offering customers the same great deal every weekend (Saturday and Sunday) between November 1 through the end of January 2010. During the program’s initial launch, more than 550,000 free kids’ meals were enjoyed by Boston Market guests.

The company, known for providing nutritious home-style meals, was the first to launch a national program where two children, ages 14 and younger, could receive a free kids’ meal all day, every day with only one adult purchase of \$6 or more. The number of free kids’ meals doubles to four with the purchase of a Family Meal.

“The overwhelmingly positive response from our customers tells us we’ve struck a chord. Everyone wants greater value for their dollar and more time with their families,” said Lane Cardwell, CEO, Boston Market. “Coordinating schedules is always a challenge, but weekends are family time, and Boston Market wants to help make family mealtime a reality by continuing to offer the ‘Two Kids Eat Free’ deal on weekends and providing delicious, nutritious meals at an excellent price point.”

Boston Market Kids’ Meals, which cost between \$3.79 and \$4.29, come with a choice of entrée, a small side, a kid’s size beverage and cornbread. Entrées include favorites such as chicken drumsticks, roasted turkey, meatloaf and Mac & Cheese.

The “Two Kids Eat Free” weekends offer is valid for up to two kids per \$6 minimum purchase and is available at all 522 Boston Market locations for dine-in, carry-out or drive-thru orders on Saturday and Sunday from November 1 – January 30, 2010. The offer includes up to four free kids’ meals with the purchase of a Family Meal. The “Two Kids Eat Free” deal is not valid with any other discounts, coupons



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or offers. No coupon required, but kids must be present to claim their meals – we want to see their smiling faces!

For more information or to find a Boston Market restaurant near you, please visit www.bostonmarket.com.

About Boston Market

Boston Market Corporation, headquartered in Golden, Colorado, has been giving time back to busy families and individuals for more than 24 years by offering fresh, home-style meals in 522 locations from coast to coast. Boston Market is a delicious staple of dinner tables across the nation, from the fresh chickens prepared in signature rotisserie ovens to its extensive selection of high-quality side dishes.

For the price of a sub sandwich and chips at other restaurants, Boston Market offers its customers taste, convenience and value. Its flavorful rotisserie chicken, turkey, meatloaf and brisket put quality and wholesomeness on the center of the plate. The restaurant was commended for its variety of healthful options by Men's Health magazine, which reported that Boston Market's "expansive menu of healthy sides and nutritionally reasonable three-piece chicken meals give diners plenty of choices."

Boston Market also is one of the country's largest providers of catering services. Its same-day ordering and delivery for corporate and personal events and functions of all sizes make Boston Market Catering a welcome relief from traditional sandwich tray selections.

Through a partnership with H.J. Heinz, one of the world's leading marketers of branded foods through supermarkets, a variety of Boston Market Frozen meals are available from grocers nationwide to take home and eat for those occasions when visiting a Boston Market restaurant is not practical.

For more information, visit the company's website at www.bostonmarket.com. For the latest news, deals and coupons, follow @bostmarket on Twitter.

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