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BOSTON MARKET TAKES THE STRESS OUT OF THANKSGIVING

Boston Market's delicious holiday meals and side dishes are a popular last-minute solution for the big Thanksgiving meal

GOLDEN, Colo. (November 17, 2009) — As America prepares for the rapidly approaching holiday season, Boston Market restaurants are also gearing up for the most festive time of year. The restaurant known for creating delicious, home-style meals every day offers two distinctly different ways to feed family and friends without missing out on any of the good stuff, making it a popular last-minute resource for Thanksgiving.

Boston Market's chef-inspired Catered Holiday Buffets feature several packages, including Deluxe, Premium and Create Your Own Buffets. The meals include choice of entrée such as Boneless Roasted Turkey Breast, Boneless Ham, Rotisserie Chicken or Beef Brisket; sides including Mashed Potatoes & Gravy and Sweet Corn; Cornbread; and assorted whole pies and pie by the slice, including Boston Market's famous Caramel Pecan Pie, which recently won First Place in the Commercial Pie "Nut and Chocolate" category at the APC/Crisco® National Pie Championships. To help alleviate stress, the meal can be delivered to customers' doors, hot and ready to serve, within 24 hours of ordering. The full menus for Catered Holiday Buffets, which start at \$9.99 per person, are available in restaurants and online at <http://www.bostonmarket.com/catering>.

For those who still want to do at least some of the cooking and fill their homes with the mouthwatering aroma of a traditional Thanksgiving meal, Boston Market offers no-stress gourmet Heat & Serve Holiday Banquets. Just pick up your chilled meal at any Boston Market, heat for two hours, and it is ready to serve. The Heat & Serve Banquets include your choice of a whole Butterball® Turkey, Spiral Sliced Ham or Boneless Turkey Breast; favorite gourmet sides such as Mashed Potatoes, Sweet Potato Casserole, Mac & Cheese, and Gravy; Apple, Pumpkin and Pecan pies; and Cornbread. Complete banquets include an appetizer such as Spinach Artichoke Dip and Crackers. Heat & Serve Holiday Banquet options begin at \$5.42 per person.

Heat & Serve Holiday items can also be ordered a la carte for those customers who want a few sides to compliment a homemade entree, a main dish to accompany their own spreads, or a tasty dessert to round out the Thanksgiving goodness.

"Boston Market believes that Thanksgiving should be a time for family and friends to relax and take in the joys of the season," said Lane Cardwell, CEO, Boston Market. "Our traditional holiday meals help families spend more time making memories with loved ones and less time in the kitchen. Holiday hosts

can be confident they are serving delicious, high-quality meals when including Boston Market on their Thanksgiving dinner table.”

For those who don't want to cook, all 521 Boston Market stores will be open on Thanksgiving Day (hours will vary by location) and will serve a limited menu featuring traditional Thanksgiving favorites such as Turkey, Sweet Potato Casserole, Mac & Cheese and Fresh Vegetable Stuffing, as well as Apple and Pumpkin pies.

To help with last-minute planning, catering orders for Thanksgiving Day will be accepted until 8 p.m. on Wednesday, November 25. In addition to online ordering via www.bostonmarket.com/catering, orders can also be placed by calling 866-977-9090.

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 521 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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