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FOR IMMEDIATE RELEASE

“\$1.99 ROTISSERIE CHICKEN” BACK AT BOSTON MARKET

Boston Market is offering its signature rotisserie chicken for \$1.99 with Family Meal or Market Feast purchase, valid anytime at all locations nationwide through May 2

GOLDEN, Colo. (March 22, 2010) — Back by popular demand starting today, Boston Market is offering its signature slow-roasted rotisserie chicken for \$1.99 with the purchase of a Family Meal or Market Feast. This offer is available for a limited time, now through May 2.

Boston Market, known for offering chef-inspired, home-style meals, offers four Family Meal options including our hot, fresh rotisserie chicken, meat loaf, roasted turkey or beef brisket. Guests can choose a Family Meal to serve from three to six people, and each meal comes with one large gourmet side per person. All meals include the restaurant’s famous cornbread. A Market Feast includes one rotisserie chicken, three large Gourmet sides, cornbread and choice of either a large Caesar salad or a family-size dessert for only \$23.99 plus tax.

“Boston Market understands that most families are on the go but still seeking wholesome, affordable meals,” said Lane Cardwell, CEO, Boston Market. “Offering our delicious rotisserie chicken for \$1.99 provides families with additional meal options for the week from one purchase, maximizing their dollar and flavor for more than just one lunch or dinner.”

Chef Richard Davis, vice president of culinary innovation for Boston Market, is offering a few ideas for delicious meals that can be created at home with a Boston Market rotisserie chicken, including:

- Chicken enchiladas, tacos or quesadillas
- BBQ chicken pizza
- Chicken Niçoise salad
- Chicken stir fry
- Chicken soup
- Chicken alfredo
- Chicken tacos

The \$1.99 Rotisserie Chicken deal is offered at all Boston Market locations and is only valid with a Family Meal or Market Feast purchase. Promotion ends May 2, 2010.

For more information or to find a Boston Market restaurant near you, please visit

www.bostonmarket.com.



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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 514 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 or join our Fan Page on Facebook.

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