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BOSTON MARKET MAKES IT EASY TO “BE THE HERO” DURING THE HOLIDAYS

Boston Market’s delicious home-style meal solutions make it easy to feed family and friends during busiest time of the year

GOLDEN, Colo. (November 11, 2010) — The holidays are right around the corner, and Boston Market Restaurants are getting in the spirit of the season with meal solutions that satisfy families and save precious time during the busiest months of the year. Every day, Boston Market creates delicious, home-style meals for guests, and the holidays are no exception. The restaurant offers meal planners two distinctly different, delicious ways to feed family and friends without missing any of the holiday fun.

Boston Market’s chef-inspired Hot & Ready Catering option features three packages—Deluxe, Premium and Create Your Own Buffets—and is a great choice for large groups. Whether it’s for your doctor’s office, an office party or a family meal, Boston Market’s sliced boneless turkey breast, boneless ham, rotisserie chicken and beef brisket are certain to make your guests happy. Meals can be delivered to your door, hot and ready to serve, within 24 hours of ordering. Full menus for Catered Holiday Buffets, which start at \$8.99 per person, are available in restaurants and online at <http://www.bostonmarket.com/catering>.

For those who prefer to do at least some of the cooking themselves, Boston Market offers no-stress, gourmet Heat & Serve Holiday Banquets starting at less than \$5.50 per person. These chilled meals are ready for pick up at Boston Market Restaurants for your convenience. Simply heat them at home for two hours, and serve. Choose from a whole Butterball® turkey, spiral sliced ham or boneless turkey breast; popular gourmet sides, such as sweet potato casserole, mac and cheese or mashed potatoes and gravy; pumpkin, pecan and apple pies; and cornbread. A unique seasonal offering is the signature gourmet appetizer, such as spinach artichoke dip and crackers, included with every complete banquet. Heat & Serve Holiday items can also be ordered separately for cooks who want just a few sides to enhance an entree, a main dish to compliment homemade sides, or a tasty dessert to round out a stellar meal. Speaking of dessert: Boston Market’s award-winning pecan pie is always a favorite. Made with a buttery crust, filled with smooth caramel and topped with buttery pecans, it’s the perfect holiday dessert to satisfy any sweet tooth.

“Boston Market values time spent together just as much as the families we serve each holiday season,” said Ed Keller, vice president of Catering, Boston Market. “We’re proud to offer a high-quality array of entrees, sides, salads and dessert, so people across the country can gather around the dinner table, share meals with loved ones and enjoy this special time of year. Our catering and restaurant teams are ready to assist our guests during this holiday season and help them serve a meal that is delicious without the hassle of extra time spent in the kitchen.”

For those who want to leave the dishwashing to someone else and dine out, all Boston Market stores will be open on Thanksgiving Day (hours will vary by location). Restaurants will serve a special menu on Thursday, November 25, featuring traditional favorites like turkey, sweet potato casserole, mac and cheese, fresh vegetable stuffing and homemade pies. If you need home-style food in hurry, catering orders can be placed up to 24 hours in advance. 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 25 years by offering fresh, home-style meals in more than 490 locations from coast to coast. Boston Market is a delicious staple of dinner tables across the nation, from fresh, never frozen chickens prepared in signature rotisserie ovens to its extensive selection of high-quality side dishes. Boston Market offers its guests taste, convenience and value. Its mouthwatering Rotisserie Chicken put quality and wholesomeness on the center of the plate.

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 of all sizes make Boston Market Catering a welcome relief from traditional sandwich tray selections.

For more information, visit the company's website at www.bostonmarket.com. For the latest news and deals, follow [@bostmarket](https://twitter.com/bostmarket) on Twitter or join our [Fan Page](#) on Facebook.

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