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Boston Market Offers New, Chef-Inspired Dishes, With Additional Healthy Twists

*Antioxidant-Rich Tart Cherries and Whitefish, a Source of Omega 3 Fatty Acids, are the Basis for
Boston Market's New Culinary Treats*

GOLDEN, Colo. (January 10, 2008) – To support those families starting the new year focused on health, Boston Market introduces two new dishes that offer flavor with added health benefits. The Baked Whitefish entrée and tart Cherry Cobbler dessert meld Boston's Markets trademark chef-inspired, wholesome cooking with "superfoods," thought to offer health benefits.

According to The Cherry Marketing Institute, the Montmorency tart cherries used in the cobbler are a rich source of antioxidants, which can help fight cancer and heart disease. In addition, the beneficial compounds in Montmorency tart cherries reduce inflammation and help relieve the pain of arthritis and gout. For these added health benefits, cherries have been named a "superfruit" to watch in 2008.

"When developing new menu items, we look at the trends and new flavors while staying true to our existing menu," said Bruce Springer, director of research and development. "As different foods rise in popularity or studies are released detailing the health benefits of certain foods, we look for ways to incorporate them into our menu."

Boston Market's new tart Cherry Cobbler, available for a limited time only, combines tart cherries in a sweet fruit filling with a crunchy streusel topping of cinnamon, butter, oats, and brown sugar.

The new entrée offering, savory Baked Whitefish, is topped with a crisp, Dijon mustard crumb and lemon butter sauce. Whitefish provides omega-3 fatty acids, which some studies say may reduce the risk of coronary heart disease, stimulate blood circulation, and help patients with depression and anxiety.

The new dishes represent an initiative by Boston Market to consistently offer new products to its existing chef-inspired menu and to enhance its all-natural menu in 2008.

"Your old favorites, like Rotisserie Chicken, Macaroni & Cheese, and Cornbread aren't going anywhere, but we're introducing several fresh and exciting new products in 2008 to provide our customers with more choices and a more satisfying dining experience," said Judy Cantrell, chief brand officer.

About Boston Market

Boston Market Corporation, based in Golden, Colo., is a leader in the convenient, chef-inspired meals available in restaurants and in leading supermarket chains. For more information, visit the company's Web site at www.bostonmarket.com.

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