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Boston Market® Offers a \$50,000 Fresh Start
Company launches a tasty new consumer sweepstakes

GOLDEN, Colo. (February 18, 2009)— Just when we start losing our resolve for our New Year’s resolutions, Boston Market comes to the rescue with its \$50,000 Fresh Start Sweepstakes, which launches today at www.bostonmarket.com/sweepstakes and continues through April 16, 2009. To register for a chance to win, individuals enter information from their Boston Market restaurant receipt into the sweepstakes web site. No purchase is necessary to win; codes also may be obtained on the sweepstakes web site.

“Each year, many of us resolve to make a fresh start, but our resolutions to save money, spend more time with family, or eat healthier are often broken by the middle of February,” said Judy Cantrell, Boston Market chief brand officer. “The sweepstakes provides a chance at a financial ‘fresh start’ while promoting wholesome meal choices at Boston Market.”

The sweepstakes web site also provides visitors a chance to instantly win Boston Market gift cards. One gift card per day, ranging from \$5 to \$50 in value, will be given away during the eight-week sweepstakes. The web site includes a memory match game, featuring some of Boston Market’s freshly prepared, low-calorie meal options. Visitors to the site can print restaurant coupons or send a link to the site to their friends.

There are dozens of ways to mix and match a salad, side, and entree at Boston Market to maintain a low-fat, low-calorie diet. A selection of meals with less than 550 calories is featured on the sweepstakes web site and includes Boston Market’s signature all-natural one-quarter white rotisserie chicken with garlic dill new potatoes and a side Caesar salad, as well as all-natural roasted turkey breast with mashed potatoes and green beans.

Boston Market is currently promoting a \$5 Favorites Menu and family dinners to help families spend more time together. With any family meal purchase, guests can add an all-natural, whole rotisserie chicken for only \$1.99. Any large, freshly prepared gourmet side can be added for \$2. The \$5 Favorites Menu features 11 money-saving meals, including the popular side-item sampler.

The Fresh Start Sweepstakes will be promoted through in-store signage, on customer receipts, online, and in newspapers.

About Boston Market

Boston Market Corporation, based in Golden, Colo., is a leader in 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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