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FOR IMMEDIATE RELEASE

“TWO KIDS EAT FREE” AT BOSTON MARKET

The “Kids Eat Free” wars heat up with an offer that includes TWO free kids’ meals per one adult purchase, valid anytime at all locations nationwide through Oct. 31

GOLDEN, Colo. (September 21, 2009) — Boston Market today launched a “Two Kids Eat Free” dining program that appeals to the evolving American family. The company, known for providing nutritious home-style meals, is the first to launch a national program where two children, ages 14 and younger, can receive a free kids’ meal all day, every day with only one adult purchase of \$6 or more. The number of free kids’ meals doubles to four with the purchase of a Family Meal.

Boston Market has shaped its “Two Kids Eat Free” program to accommodate all families. Research shows that the dynamics of the American family are changing; 31 percent of families in the United States are single-parent families¹ and 21 percent of families have three or more children². The “kids eat free” offers of other national restaurants grant free meals to two children only if two adults accompany them, which fails to address these family demographics with any real value proposition.

“We know that times are difficult, and when we welcome families into our restaurants, we want to offer them the best meal at the best price possible – in this case, as free as possible,” said Lane Cardwell, CEO, Boston Market. “If you’re a single parent or adult dining alone with two kids, that shouldn’t be a barrier to a great deal. Likewise, a Family Meal purchase garners four free kids’ meals, which addresses a significant segment of families with more than two children.”

Boston Market Kids’ Meals, which cost between \$3.79 and \$4.29, come with a choice of entrée, a small side, a kid’s size beverage and cornbread. Entrées include favorites such as chicken drumsticks, roasted turkey, meatloaf and Mac & Cheese. The “Two Kids Eat Free” program proves to be an even more exceptional value when considering the \$6 price point for minimum adult purchase.



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The “Two Kids Eat Free” offer is valid for up to two kids per \$6 minimum purchase and is available at all 522 Boston Market locations for dine-in, carry-out or drive-thru orders. The offer includes up to four free kids’ meals with the purchase of a Family Meal. The “Two Kids Eat Free” deal is not valid with any other discounts, coupons or offers. No coupon required, but kids must be present to claim their meals – we want to see their smiling faces! Promotion ends October 31, 2009.

For more information or to find a Boston Market restaurant near you, please visit www.bostonmarket.com.

¹:”America’s Families and Living Arrangements, “ U.S. Census Bureau: <http://www.census.gov/prod/2001pubs/p20-537.pdf>

²:”America’s Families and Living Arrangements 2008, “ U.S. Census Bureau: <http://www.census.gov/population/www/socdemo/hh-fam.html>

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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