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**FOR IMMEDIATE RELEASE**

**It's Time for Brupper! Frisch's® Big Boy® Restaurants' All-You-Can-Eat Breakfast Goes Nighttime; Jammies Optional**

*Brupper (breakfast for supper) will be available on Wednesdays in June from 4 - 9 p.m.*

CINCINNATI (June 6, 2016) — Frisch's Big Boy Restaurants is happy to announce a new twist on dinner. On Wednesdays from June 8 through June 30, customers in Dayton, Cincinnati, Columbus, Lexington and Louisville will be able to order the breakfast bar for supper.

"It's fun to have breakfast for supper, and it's even more fun when you call it Brupper," said Jason Vaughn, Frisch's CEO. "We thought this idea would be successful, but we were very pleased with the results when we tested it."

Brupper was recently tested in Frisch's Louisville locations with great success. According to a national poll by ORC International, 90 percent of Americans say they sometimes eat breakfast for dinner. Of those surveyed, more than half say they enjoy breakfast for dinner at least once a month.

"This is a promotion that showcases our fresh breakfast offerings, like our house-made sausage, egg-battered French toast and fresh-baked biscuits, that dinner customers sometimes overlook," said Chef Greg Grisanti, director of research and development for Frisch's Big Boy Restaurants. "Breakfast foods are popular items right now no matter what time of day they're served, and I'm excited to show these items off along with the rest of our traditional dinner options."

Brupper will be available on Wednesdays starting June 8 from 4-9 p.m. for \$8.59.

**About Frisch's Big Boy**

Founded in 1939, Frisch's Big Boy restaurants are located in Ohio, Indiana and Kentucky. NRD Capital, a private equity firm based in Atlanta, Georgia, acquired the company in August 2015. Frisch's operates 95 Big Boy restaurants and franchises another 25 restaurants to independent operators.