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**EMBARGOED UNTIL  
NOON THURSDAY, JUNE 15**

## **Frisch's® Big Boy® Returns to Downtown Cincinnati**

New location in Carew Tower coming February 2018

CINCINNATI (June 15, 2017) — Frisch's® Big Boy® today announced plans to open a new location diagonally across from Fountain Square in Carew Tower at 441 Vine Street. The new Frisch's restaurant will be approximately 4,000 square feet. It will be on the first floor of Carew Tower facing Fifth Street, next to Boi Na Braza Brazilian Steak House.

"As we continue to celebrate our heritage, we are excited to once again be a part of the downtown community," Frisch's CEO Jason Vaughn said. "Fountain Square is a vibrant part of the city and a family-friendly destination for residents and visitors. We are looking forward to serving our customers where they work and play."

Frisch's Big Boy previously operated a restaurant downtown on Sixth Street; it closed in 2004.

The new downtown restaurant is expected to open for business in February 2018. Architectural plans and renderings have not yet been created, as Frisch's is asking the public for input on the amenities the new restaurant should include and the hours it should operate. The survey is open to everyone age 18 or over at [www.frischs.com/downtown](http://www.frischs.com/downtown).

"It's really important we listen to our customers and adapt to their needs and lifestyles. Customers vote with their wallets and there is a lot of competition for those dollars," said Vaughn.

Frisch's will operate the restaurant seven days a week, serving breakfast, lunch and dinner. The company anticipates hiring 70 to 85 employees.

### **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.